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**MOTION PICTURE**

# EXHIBITOR

**NOVEMBER 3, 1954** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **TOA Hears Plea For Merger**

(page 9)

## **C'Scope Print Flow Increased**

(page 8)

AND FEATURING: THE SERVICE SECTION

Pat McGee, general manager, Cooper Foundation, Denver, was scheduled to deliver the keynote address at the TOA convention in Chicago, which is combined with the TESMA-TEDA-TOA-IPA industry trade show.







## The Prized Blue Ribbon!

M-G-M's BLUE RIBBON WINNERS OF 1954!

(From January through September And Watch For More!)

"SEVEN BRIDES FOR SEVEN BROTHERS"

"EXECUTIVE SUITE"

"ROSE MARIE"

"THE LONG, LONG TRAILER"

"KNIGHTS OF THE ROUND TABLE"



# WE'RE GOING OUT ON A LIMB TO PREDICT!

So far this year M-G-M has won 5 out of the 9 Blue Ribbon Awards of Box-office Magazine representing the vote of press and public for the Best Picture of The Month. Not only this year, but of the total awards since the poll began M-G-M's All-Time Winners are almost twice as many as the next company.



## LEO PREDICTS BLUE RIBBONS FOR THE 2 HITS BELOW!

Pre-sold in giant campaigns! Ads in mass circulation magazines; Long-range advance newspaper teaser and display campaigns; Sunday supplements; Plus radio and TV campaigns. Multi-million readership for both pictures.

### NOVEMBER!

## "THE LAST TIME I SAW PARIS"

M-G-M's  
THANKSGIVING  
SENSATION!  
(Technicolor)

M-G-M presents • Color by Technicolor • "THE LAST TIME I SAW PARIS" starring Elizabeth Taylor • Van Johnson • Walter Pidgeon • Donna Reed • with Eva Gabor • Kurt Kasznar • Screen Play by Julius J. & Philip G. Epstein and Richard Brooks • Based on a Story by F. Scott Fitzgerald • Directed by Richard Brooks • Produced by Jack Cummings

(AVAILABLE IN PERSPECTA STEREOGRAPHIC OR ONE-CHANNEL SOUND)

### DECEMBER!

## "DEEP IN MY HEART"

M-G-M's  
CHRISTMAS-  
NEW YEARS HIT!  
(Color)

M-G-M presents "DEEP IN MY HEART" starring Jose Ferrer • Merle Oberon • Helen Traubel • with Doe Avedon • Tamara Toumanova • Paul Stewart • Isobel Elsom • William Olvis • James Mitchell • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney • Gene & Fred Kelly • Jane Powell • Vic Damone • Ann Miller • Cyd Charisse • Howard Keel • Tony Martin • Screen Play by Leonard Spigelgass • From the Book by Elliott Arnold • Based on the Life and the Melodies of Sigmund Romberg • Photographed in Eastman Color • Print by Technicolor • Directed by Stanley Donen • Produced by Roger Edens

(AVAILABLE IN PERSPECTA STEREOGRAPHIC OR ONE-CHANNEL SOUND)





**CHARLES P. SKOURAS**

NEWS of the death of Charles P. Skouras struck the entire industry as a bombshell of major proportions.

"Tsolly," as he was affectionately called by brothers Spyros and George, had dominated the exhibition scene for so many of his fruitful years that he was truly "Mr. Exhibitor."

From his early days in St. Louis through the depression, through his revivifying and expanding of Fox West Coast, and through his several years as the top salaried executive in the USA, Charlie Skouras' every waking thought and deed was picture business.

Brothers, friends, family, and even his home in the penthouse of his west coast headquarters were so intertwined with pictures, theatres, and theatre operations that they fitted him like a glove, and his influence was felt throughout all facets of his industry.

Here was a man who never forgot a friendly act, a man who worked harder and harder with each new success, a man who surrounded himself with fiercely loyal executives who shared his successes, a man who thought big and made a big impression on the industry, on financiers, and on America as a whole.

His loss creates a void that is equally big.

We are sure we speak for the entire industry when we extend to brothers Spyros and George our heartfelt sympathy.

The confidence, affection, and whole-souled interest in one another's well-being that existed between the brothers was a great example for all.

May it be said of all of us, as it has certainly been said of Charlie Skouras, "He served well the industry he loved!"

**INCREASED RUNS AND THE PRINT SHORTAGE**

ONE of the more enlightened distributors, while crying quietly over his recent inability to capture 28 prints for a simultaneous day-and-date playoff of an average picture in his territory, blamed recent changes in runs and accelerated availabilities, rather than less prints, for his dilemma.

According to his thinking, a representative distribution center would formerly receive six to eight prints to serve the initial key runs, following which in orderly fashion would come gradually increasing numbers of 14, 21, 28,

35-day and longer clearance situations with the addition of only a few more prints.

In more recent years, as clearances were shortened, the number of 21 and 28-day runs has increased so acutely that no one center can exist on its normal ration.

For purposes of combined advertising punch, and with common availability, more and more theatres want to join in huge day-and-date area showings, but because this situation is common to all neighboring territories at the same time, it is no longer possible to borrow prints. So headaches arise in both exhibition and distribution.

Because more prints, particularly in color, might prove uneconomic, it would seem that the time has come when an expeditor should be added to each company's New York staff.

Such a man could mix territories for an irregular national release spaced a week or two apart rather than on the same date.

Under this arrangement, Atlanta might serve its first-runs two weeks before New Orleans on one picture and two weeks behind it on another, but the territories' second and third-run breaks could then be negotiated through borrowed prints shuttled between the two areas.

**NEWSREELS AND THE WORLD PREMIERES**

NUMEROUS letters and comments over recent months indicate a rising resentment on the part of theatremen to newsreel coverage of the supposed newsworthy "goosed up" world premiere and its honored guests.

It is pointed out that in this era of TV and picture magazines, the value of newsreels is limited and therefore, every effort should be made to keep their subject matter as dramatic and powerful as possible. It is also pointed out that newsreels cost money and that a theatre is entitled to expect clips that entertain and interest the admission paying public.

And it is noteworthy that, while the world premiere of an expensive show may be tremendously important to the distributor involved, it is only a headache to the contemporary first-run theatreman who isn't going to play that show.

Only partly in shadow now, the total eclipse of newsreels won't be far distant if distributors continue to make use of them to exploit their major wares.

*Jay Emanuel*



THE DREAM TEAM

**DORIS DAY**  
**FRANK SINATRA**

ALL WRAPPED UP  
IN EACH OTHER  
FOR  
XMAS!

**"Young at Heart"**

All Young...all Heart

...and all Wrapped Up

IN  
WARNERCOLOR

PRINT BY  
TECHNICOLOR



ALSO STARRING

GIG YOUNG



ETHEL BARRYMORE  
HENRY BLANKE

AN ARWIN PRODUCTION

PRODUCED BY

HENRY BLANKE



DOROTHY

DIRECTED BY GORDON DOUGLAS



AM  
AND  
RA

art"

nderful!

LOR

ALONE

UGLAS • PRESENTED BY



*Nobody knew what a guy like Barney would do next – and she didn't care – just so he did it with her!*

Another award-winning sensation-role for the new Sinatra – bringing love in his own special way to Doris Day in the most heart-singing story ever Xmas-presented by

**WARNER BROS.**

**DORIS AND FRANK  
SING 'EM  
AS ONLY THEY CAN!**

'YOU MY LOVE'  
'JUST ONE OF THOSE THINGS'  
'ONE FOR MY BABY'  
'SOMEONE TO WATCH OVER ME'  
'YOUNG AT HEART'  
'HOLD ME IN YOUR ARMS'  
'THERE'S A RISING MOON'  
'READY WILLING AND ABLE'

WITH  
ROBERT KEITH • ELISABETH FRASER • ALAN HALE, JR.  
SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE

**WARNER BROS.**







Now available for Christmas dates . . .

# The Grand Prize Winner Of This Year's Venice Film Festival

*the greatest  
love story  
ever!*



*United Artists  
proudly  
presents  
Shakespeare's  
immortal  
love story.  
Production  
values  
never more  
lavish . . .  
color  
never more  
beautiful . . .  
here is  
spectacle  
on the  
grand scale.*

WILLIAM SHAKESPEARE'S

# Romeo and Juliet

*in color by TECHNICOLOR*

with LAURENCE HARVEY • SUSAN SHENTALL • FLORA ROBSON • NORMAN WOOLAND • MERVYN JOHNS and Bill Travers  
Sebastian Cabot • Judie Sherman • Arthur H. H. • ...



# Latest Bulletins

(Developments At Press Time)

## Johnston Spurs Efforts On Arbitration System

NEW YORK—The arbitration outlook looked brighter as the distributors' committee met at the behest of Eric A. Johnston, MPAA president. The meeting led to reports that members of the committee would meet at the TOA convention, currently in progress in Chicago, with representatives of the exhibitor organization, including general counsel Herman M. Levy, to attempt to expedite the evolution of a workable system of solving disputes between exhibition and distribution without resorting to litigation.

Distribution heads of the various companies have been invited to attend the TOA conclave in Chicago, and most were expected to accept Johnston, who leaves for the Far East this week, was said to be anxious to know what was holding up the effort to agree on an arbitration plan.

Present at the meeting with Johnston were Al Schwalberg, Paramount; Al Lichtman and William Gehring, 20th-Fox; Abe Montague, Columbia; Herbert Greenblatt, RKO; Ed Saunders, MGM; Richard Altschuler, Republic; Morey Goldstein, Allied Artists; and J. K. Chapman, United Artists.

## SCTOA Joins Fight Against Pay-TV

LOS ANGELES—Southern California Theatre Owners Association, led by Harry C. Arthur, lined up solidly behind the exhibitors' committee fighting subscription television. The organization passed a resolution calling attention to the fact that Kansas Senator Andrew F. Schoepel has suggested that the Federal Trade Commission explore the possibilities of toll TV.

SCTOA expressed the opinion that approval of the new medium would be against the public interest since it would grant a monopoly in the communications field to a favored few. The resolution also pointed out that the public should be entitled to both free entertainment as provided by radio and television and entertainment at an admission price when it desires to pay, to wit, motion pictures.

The west coast group pledged to participate in assembling and distributing information on toll TV so that the government agencies involved and the people can be sure whether or not approval is in the public interest. Copies of the resolution were forwarded to the FCC, President Eisenhower, Senators, Congressmen, and others.

## Loew's May Divest One

NEW YORK—It was reported last week that negotiations were being completed whereby Brandt Theatres were to lease Loew's 86th Street. By dropping the house, Loew's will only have three more theatres in the city which it must divest itself of in accordance with government decree. Loew's denied that it was also planning to lease the Avenue B, another Manhattan house, to Brandt.



At a recent meeting in the RKO home office following the announcement that the company will distribute Michael Myerberg Productions' "Hansel and Gretel" were, left to right, seated, Myerberg and Herbert H. Greenblatt, RKO's domestic sales manager. Standing are E. J. Smith, assistant foreign sales manager; Leonard S. Gruenberg, Metropolitan district manager; R. K. Hawkinson, assistant foreign manager; Arthur Gray, Jr., president, Myerberg Productions; and John J. Bergen, Jr., vice-president in charge of industrial and commercial films for Myerberg.

# NEW YORK By Mel Konecoff

IF YOU EXHIBITORS will tack on to your present rental price for cartoons the price of one admission ticket, cartoon producer Walter Lantz can turn out longer and possibly better cartoons in the future, he says. Besides, it wouldn't take him as long to get his money back on the subjects thus permitting greater latitude in spending on future subjects, he declared.



KONECOFF

Lantz, who recently returned from a two-month tour of Europe, was optimistic about the future of cartoons and hoped to delve deeper into the matter with the aid of exhibitors who would benefit in the long run.

Over lunch with Lantz and other U-I execs, we discussed his 4,000-mile trip of the continent during which he took in audience reaction to his "Woody Woodpecker" and other subjects, talked to exhibitors, big and small, and witnessed their method of presentation, and he came to the conclusion that there is a healthier respect for cartoons abroad than here.

He related how the subjects in general were appreciated by everyone since there is no nationality bar, and he thought that all cartoon producers were doing a wonderful public relations job. They were also classified as great morale boosters in army camps.

Lantz, celebrating 25 years with U-I, reported that Europeans remember cartoons, stories, settings, etc., long after they have seen the subjects and that exhibitors exploit the subjects in newspaper and other ads, considering them an im-

(Continued on page 14)

# CAN NEWS

(Trade Headlines Of The Issue)

## Deaths

More than 4,000 persons attend the funeral in Los Angeles of Charles P. Skouras (page 9).

Oscar Ruby, Columbia's Cleveland branch manager, dies (page 13).

## Distribution

Distributors' committee meets with Eric Johnston, MPAA head, in effort to spur an industry arbitration plan (page 7).

MGM sets additional Ticket Work Shop sessions in Columbus, O., and Billings, Mont. (page 17).

Columbia sells out of date shorts and westerns to television (page 17).

## Exhibition

Shea managers in Pittsburgh hear Glenn Norris, 20th-Fox eastern sales manager, report that exhibitors can expect an increased flow of CinemaScope prints starting with "Desiree" (page 8).

Verbal warfare continues between exhibitors' toll TV committee and the president of Zenith (page 8).

New York exhibitors, others, reject voluntary ad code (page 17).

## Financial

General Precision Corporation announces that sales and earnings for the first nine months this year show a sizeable increase (page 12).

## International

An exhibitors' rally in Winnipeg presses for tax relief; Famous Players inducts 26 employees into the 25 year club; Hurricane Hazel does little damage; New Brunswick exhibitors criticize newspaper favoritism to TV (page 10).

## Legal

In Miami, Fla., the Claughton suit against six majors is declared a mistrial (page 9).

Two New Jersey theatres sue distributors, charging discrimination (page 22).

## Mel Konecoff

Walter Lantz, U-I cartoon maker, has some optimistic words on the humorous short subjects; more than 250 industry executives attend Joint Defense Appeal luncheon where the trade press was honored; some notes on horizontal projection at the Music Hall; and other Metropolitan goings on are covered (pages 7, 14, and 17).

## Organizations

SCTOA joins the exhibitors' battle against subscription television (page 7).

Ben Marcus, National Allied president, in a letter to Harry Brandt, ITOA head, defends Abram F. Myers in dispute over regulation bill (page 8).

Pat McGee, keynoting the TOA convention in Chicago, calls for a merger of Allied and TOA (page 9).

## Production

20th-Fox limits its shorts schedule to Terrytoons and CinemaScope (page 12).

Goldman, Zimmerman, and Snyder, all named William, form William Films, Inc. (page 13).



# C'Scope Print Flow To Increase—Norris

## Technical Problems Said To Have Caused Delay; Shea Managers Told They Must Sell Films

PITTSBURGH—Managers of Shea Enterprises attended a general meeting last week and heard Glenn Norris, 20th-Fox eastern sales manager, report that the flow of prints from the company will increase now that technical problems posed by CinemaScope have been solved. Improvement will be noticeable with the release of "Desiree."

Also addressing the meeting was William C. Gehring, 20th-Fox assistant general manager, who emphasized the importance of an exhibitor establishing an intimate relationship with his customers to the point where he can call them by name. He added that once a picture has reached the theatres the job of selling it to the public must be assumed by the theatre management with every possible means being employed to create public interest in the quality films presently available.

Gerald Shea, circuit president, also told the managers that it was their responsibility to sell films and promote public interest in the new processes. Norris and Al Levy, 20th-Fox Pittsburgh district manager, conducted a forum on what managers can do to aid the advance of CinemaScope.

Martin Wolf, assistant sales manager, Altec, was the main speaker at a sound service clinic. Screenings for the delegates to the meeting included Paramount's "White Christmas," and 20th-Fox's "Black Widow" and "Carmen Jones."

Raymond Smith, head, Shea buying and booking department, told managers that the product situation looked good between now and January, 1955, but added that concentration on selling the better pictures made abroad was necessary.

Bob Wile, executive secretary, Independent Theatre Owners of Ohio, advised managers to keep their Senators and Congressmen posted on efforts to impose local ticket taxes.

Gehring presented Shea with a silver tray from circuit managers in tribute to Shea's administration of circuit affairs.

## Theatre Birthday Observed

NEW YORK—It was announced last week that to herald the 17th birthday of the Trans-Lux 85th Street, a unique contest has been arranged.

Photographs of old-time motion pictures and old-time film stars are on display in the lobby. Contestants are required to identify these photographs, and winners will be presented with an ocean cruise to Bermuda for two via the Furness Bermuda luxury liner, Queen of Bermuda; a two-week vacation at the Belmont Manor Hotel and Golf Club, courtesy of Simmons Tours; and many other gifts.

Celebrities from stage, screen, and TV have been invited.

## Marcus Defends Myers In Regulation Dispute

MILWAUKEE—Ben Marcus, president, National Allied, in a letter sent last fortnight to Harry Brandt, president, Independent Theatre Owners Association, New York, came to the defense of Allied board chairman and general counsel Abram F. Myers, attacked by Brandt following the release by Allied's bill to regulate the industry through the Federal Trade Commission.

Marcus termed "grossly unfair and unjustified, Brandt's statement that Myers was "deliberately fomenting strife in our industry" and did not want peace. The Allied head said that Myers, while not the owner of a single theatre, "has contributed more than any other individual during the past 25 years to the welfare of the independent exhibitor and the industry as a whole."

Marcus added that all Allied leaders had given the bill for regulation careful consideration before approving it after other avenues of approach to distribution failed.

## Ohio Censors Challenged

CLEVELAND—Victor Salupo, Group 16 director, said last week that he is prepared to go to court to establish the legality of showing films to subscribers of the 16mm. organization that have not received the Ohio Censor Board seal.

The statement came after a contract to show a series of five non-censored films in Masonic Hall was cancelled on advice of the police chief. Salupo said his case would be based on the alleged unconstitutionality of pre-censorship.

## I N D E X

VOLUME 53, NUMBER 1 NOVEMBER 3, 1954

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### SECTION TWO

THE SERVICE .....	SS-1—SS-8
Feature Reviews: "The Bob Mathias Story" (Allied Artists); "Killer Leopard" (Allied Artists); "The Affairs Of Messalina" (Columbia); "The Black Knight" (Columbia); "Phfft" (Columbia); "Tarzan Escapes" (MGM); "Tarzan, The Ape Man" (MGM); "Three Ring Circus" (Paramount); "Black Widow" (20th-Fox); "The Golden Mistress" (UA); "The Lawless Rider" (UA); "Operation Manhunt" (UA); "The Steel Cage" (UA); "Twist Of Fate" (UA); "Bengal Brigade" (U-I); "Ricochet Romance" (U-I); "Operation Diplomat" (American Feature Attractions); "Jamboree" (Exploitation Productions); "Mystery Lake" (Lansburgh).	

## Toll TV Word War Goes On Unabated

CHICAGO—Verbal warfare continued last week in the battle between a newly formed exhibitors' committee against toll TV and proponents of the pay-as-you-see systems. Alfred Starr, TOA, and Truman T. Rembusch, National Allied, committee co-chairmen, charged that subscription television would doom free home television in one station locales. Even in two or three station cities, the exhibitors contend, all channels would be forced into toll TV at choice broadcasting hours through competition, depriving listeners of meager means of all available TV entertainment.

Starr and Rembusch added that attempts by Commander E. F. McDonald, Zenith Radio Corporation president, to compare theatre TV with toll TV could be discounted since theatres do not use the free air waves for televising. Approval of subscription television, exhibitors contend, could concentrate control of communications in a single group, a dangerous situation.

McDonald, in rebuttal, charges that theatremen are simply trying to eliminate a competitor that could, through home box-offices, allow far more persons to see feature films, sporting events, etc., than would be possible through exclusive theatre television. Subscription television, the Zenith president said, is the only solution to the problem of not enough advertising revenue to permit profitable operation of many TV stations.

## Three Dimensional Headache

HOLLYWOOD—Arch Oboler, producer of Hollywood's first three dimensional film, "Bwana Devil," filed suit in Superior Court last week for \$1,178,484 against Brenco Pictures Corporation, Edward L. Alperson, and Milton H. Bren alleging conspiracy to defraud and "malicious prosecution of a civil action" in connection with a limited partnership controversy involving "Bwana Devil."

Oboler's complaint charges that the action and trial were part of a conspiracy "to extort monies" and "defraud" him. The trial was decided in favor of Oboler, but he claims that he suffered mental and emotional damages amounting to \$1,000,000 and could earn no money for a year after the suit was filed because of time spent assisting in the defense. He ask \$100,000 for money he would have earned.

## Admission Prices Up

WASHINGTON—The Bureau of Labor Statistics announced last week that motion picture theatre admission prices were again on the rise in late August and early September. The cost of living index reported that all recreational and reading costs dropped slightly, but that a large drop in the price of TV sets "was almost offset by higher movie theatre admission prices."



# TOA Hears Plea For Single Exhibitor Body

## Premieres Assist Broadway Grosses

NEW YORK—Business continued from fair to good in most of the Broadway first-runs last weekend, with several premieres, particularly 20th-Fox's "Carmen Jones," Rivoli, and the same company's "Black Widow," Roxy, getting off to fast starts.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"A STAR IS BORN" (Warners). Paramount claimed the third week would hit \$65,000.

"A STAR IS BORN" (Warners). Victoria, playing day-and-date with the Paramount, reported \$36,000 for third week.

"BLACK WIDOW" (20th-Fox). Roxy opened to \$46,600 from Wednesday through Sunday, with \$61,500 in sight for the first week.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with stage show, claimed \$100,000 for Thursday through Sunday, with the third week bound to top \$167,000.

"SABRINA" (Paramount). Criterion anticipated the sixth week at \$25,000.

"CARMEN JONES" (20th-Fox). Rivoli reported \$30,706 for Friday, Saturday, and Sunday, with the opening week sure to exceed \$60,000.

"THE BLACK KNIGHT" (Columbia). Globe was heading toward a \$15,000 opening week.

"SUDDENLY" (UA). Mayfair hit \$15,000 on the fourth week.

"ON THE WATERFRONT" (Columbia). Astor held steady at \$24,000 on the 14th week.

"BAREFOOT CONTESSA" (UA). Capitol expected fifth week to tally \$29,000.

"BEAU BRUMMELL" (MGM). Loew's State was heading toward a \$20,000 second week.

## Levy, Schimel Discuss Arbitration

NEW YORK—Herman M. Levy and Adolph Schimel met last fortnight at the TOA offices for the purpose of discussing and analyzing the preliminary draft of the industry system of arbitration.

Levy is acting as counsel to the exhibition section of the drafting committee and Schimel as counsel to the distribution section. A series of meetings between Levy and Schimel was scheduled to take place after the TOA convention in Chicago.

## Claughton Suit A Mistrial

MIAMI, FLA.—After eight hours of deliberation and six weeks of testimony, the Claughton suit against six film companies for \$9,450,000 trebled damages was declared a mistrial in Federal Judge George W. Whitehurst's court last week. The jury brought in a verdict of 11 for the defense and one for the plaintiff. Any future court action will necessitate a complete retrial.

Lillian Claughton, circuit officer, immediately filed a petition before senior Federal Judge John Holland seeking a retrial.

## Industry Pays Final Respects At Charles Skouras Funeral

HOLLYWOOD—More than 4,000 persons paid their final respects last week to Charles P. Skouras at funeral services in St. Sophia Greek Orthodox Cathedral, built largely through Skouras' efforts at a cost of \$2,000,000.

In addition to industry personnel representing production, distribution, and exhibition, state, county, and city officials were among the throng crowding the cathedral and outside area and listening via a public address system to the eulogy read in Greek by Archbishop Athenagoras and spoken in English by Dean Leonidas C. Contos. Following the ceremonies, those unable to gain admittance to the church previously filed past the casket.

Burial took place in the Skouras-built mausoleum adjoining the cathedral.

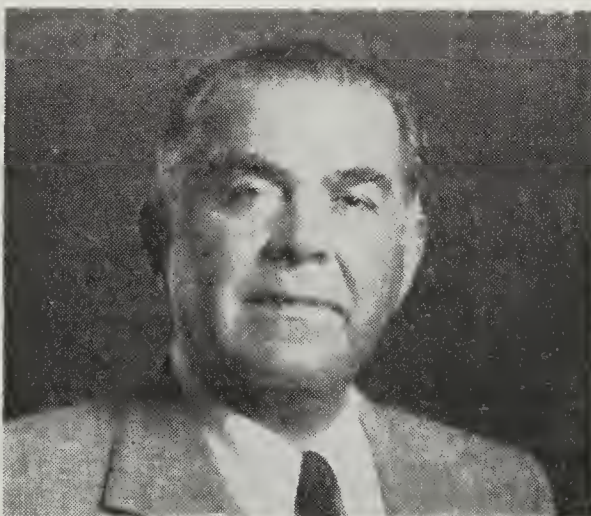
## Admission Receipts Decline

WASHINGTON—Figures made available last week by the Department of Commerce indicate that Americans in 1953 spent \$32,000,000 less on theatre admissions than in the previous year. The report stated that in 1952 Americans spent \$1,284,000,000 at motion picture boxoffices, with the figure dropping in 1953 to \$1,252,000,000.

The department gave no reason for the decline, and it was noted that admissions to legitimate theatres, operas, and entertainment features by non-profit organizations rose from \$181,000,000 to \$185,000,000. Expenditures for other types of recreation rose correspondingly.

## Buena Vista Names Two

NEW YORK—Leo F. Samuels, Buena Vista general sales manager, announced last week that Herb Schaefer has been appointed district manager for the New Haven, Buffalo, and Albany exchange areas, with headquarters in Boston. Leo Greenfield was appointed mid-central district manager, headquartering in Cleveland and handling the Detroit and Cincinnati branch areas.



Industry leaders and national personalities joined last fortnight in mourning the death of Charles E. Skouras, well-known philanthropist and president, National Theatres, who succumbed in a west coast hospital of heart attack.

## Pat McGee Seeks Merger; Decries Leadership Lack, Product And Print Shortage; Asks For Arbitration

CHICAGO—Pat McGee, general manager, Cooper Foundation Theatres, and the TOA vice-president, who was instrumental in the tax repeal effort, in his keynote speech scheduled to kick off the TOA convention at Conrad Hilton Hotel this week in conjunction with the TESMA-TEDA-TOA-IPA trade show, called for a unification of all exhibitor organizations into "a single theatre group, in which no one will lose his identity," and urged the appointment of an action committee by the organization, with a single executive empowered to explore methods of financing increased production and more efficient distribution methods. McGee asserted, "... the reasons for the separation between Allied and TOA have long since disappeared ..."

The most important problem facing the industry, McGee added, "is the very basic need for our theatres to have sufficient pictures to provide the change of diet necessary for our patrons and the necessary prints to make this possible." He decried the industry's lack of "leadership or statesmanship in the true sense of the word" and the fact that people in all branches were working for their own interests with little concern for the problems of others. McGee did credit 20th-Fox and Spyros Skouras for the introduction of CinemaScope and MGM's Dore Schary and Herman Hoffman for assistance during the tax effort.

He pointed out that there was a continuing decline in film attendance which, coupled with fewer films and increased rental terms, threatened the existence of thousands of theatres despite the gains brought by tax relief. While a few big pictures do exceptionally well in a few big theatres, McGee emphasized that the benefits of such a policy could not reach 80 per cent of the theatres in the nation. High film rentals, runs that are too lengthy, and print shortages, he said, threaten to force the closing of 5-8,000 theatres.

McGee emphasized the economic, social, and political value of small town and suburban houses. He also pointed out that while a smash picture can recover its investment in larger situations, the widest possible playing time is needed to rescue run-of-the-mill product from loss. The loss of a third of the nation's theatres, he maintained, would mean that the industry, as presently constituted, could not survive.

Present conditions, McGee warned, create the danger that increasing admissions will cause exhibitors to over-price themselves right out of business. The profit margins of 80 per cent of the country's houses, he said, are such that the properties can not be maintained if distributors continue to demand 40 and 50 per cent rentals without question.

McGee added, "Exhibitors going out of business naturally look desperately for

(Continued on page 18)



# The International Scene . . . . .

## Canada

### Manitoba Exhibitors Seek Tax Reduction

TORONTO—A mass rally at the Manitoba Legislature Buildings in Winnipeg was held on Nov. 1 by the Manitoba Motion Picture Exhibitors Association, which is seeking to press for tax relief.

In a letter from the committee organizing the mass rally, Ben Sommers said exhibitors are on the verge of bankruptcy because of the local recession caused by crop conditions and TV. The only salvation for exhibitors at this time, he said, was the retention by exhibitors of the weekly tax remittances.

"This would be enough to make the difference between profit and loss, a needed improvement in financial position," if the exhibitors will co-operate "in the most important rallies in the history of our business," said Sommers.

The exhibitors will press for the elimination of the amusement tax on all tickets priced at 50 cents and under. Sommers, owner, State, Winnipeg, will lead the delegation and act as its spokesman after a meeting at the Marlborough Hotel, Winnipeg. In connection with the meeting of the association, a trade screening of "White Christmas" was held.

At a special dinner in Toronto, 26 Ontario employees of Famous Players were inducted into the 25-Year-Club. Old and new members of the club were praised by a group of company executives and after induction by R. W. Bolstad, vice-president, John J. Fitzgibbons, president, presented each with diamond-studded memberships. Speakers included Bolstad; Norman Robertson, company counsel; Morris Stein, eastern division general manager; and Leonard Bishop, manager, Shea's, Toronto. Those inducted from Toronto were Charles H. Aitcheson, Lorne E. Arnold, William Ayers, Leonard Bishop, Augustine Castrucci, Lorne R. Duck, Mrs. Violet C. M. Glynn, Arthur R. Gunn, John F. Hyland, Alfred E. Jackson, Vera Elizabeth St. Edward, William E. Shields, and Raymond C. Shortt.



Snarling Sinatra and flash lettering made an effective display recently for the London premiere of United Artists' "Suddenly," Pavilion. The line-up of prospective ticket buyers underscores the sock British opening of the thriller.

Others were A. DeSalliers and David Smith, Windsor; William J. Langmuir, St. Catharines; William B. Lovell, Niagara Falls; Thomas H. McClelland, Brantford; Clarence H. Perry, Sudbury; Harold L. Preston, St. Thomas; Gordon E. Ringel, Preston; Nicholas Rizzo, Hamilton; Helena Maude Simpson, Guelph; and Mrs. Ethel Thompson, London.

### Canadian Comment

Four wall houses and drive-ins were unharmed by Hurricane Hazel, although some of the ozoners had to close on the night of the storm, resuming business the next night. During and after the storm, despite difficult conditions, Mavety Film Delivery provided service. It undertook the delivery by roundabout routes of films that would ordinarily be shipped by train, as well as those the company's trucks usually carry. The Motion Picture Theatres Association of Ontario has offered to aid flood relief in any way requested, including special shows and audience collections. Emergency relief was organized immediately and further help is being developed. A special Sunday evening benefit show was held at 18 Allied Theatres units in Toronto with all proceeds to the fund. Distributors provided the films and the staffs gave their services gratis. Elaine Stewart, one of the stars of "Brigadoon," in Toronto to help launch the film at Loews, aided the fund

in an appearance as mistress of ceremonies in the opening of Yonge Street. She made other appearances which contributed to the growth of the Hurricane Relief Fund which has a \$10,000,000 objective. The flood took many lives in areas over-run by the swollen waters of the Don and Humber rivers, but did little damage to motion picture property.

The manner in which newspapers and TV play footsie was the subject of criticism by the meeting of the Maritime Motion Picture Exhibitors Association gathered in Saint John, N.B. The exhibits were highly critical of the manner in which the daily journals give front-page publicity to TV openings while denying the same location to film news. The meeting also went on record to oppose road-show pictures, designated playing time, and advanced prices, and the unequal provincial amusement tax, which the MMPEA suggests should be rearranged as a straight 10 per cent. An honorary life membership was bestowed on P. J. Dwyer, who for the past eight years was the association's president-treasurer and recently retired from the industry to enter another business field. A. J. Mason was reelected president. Vice-presidents are F. Gordon Spencer, Saint John, N. B.; F. M. Gregor, New Waterford, N.S.; and B. Yeo, Montague, PEI. Secretary is G. A. Walters, Charlottetown, PEI, and treasurer is W. G. Fenety, Fredericton, N.B. The directors are J. McDonough, L. Sprague, M. Franklin, A. A. Fielding, and R. Pope.

Nine members were elected to act as the directors of a new Quebec exhibitors association, L'Association des Propriétaires de la Province de Quebec, Inc., which was formed in Montreal recently. The organization, which has an office at the Montrose, Montreal, is said to have 50 members.

Bob Harvey is winner of the annual Showmanship Contest of the Canadian Moving Picture Digest. The manager of the Capitol, North Bay, picks up a \$75 cash prize. Second prize-winner, Nicky Langston, Odeon, Capitol Hamilton, got \$50, while third prize of \$25 went to John McKim of the Odeon, Ladysmith, B.C. Jacques Martin, Odeon Mercier, Montreal, won a \$25 prize for the best individual example of showmanship not related directly to a motion picture.

(Continued on page 22)



At the recent first foreign demonstration of Superscope held in London at the Odeon before over 600 exhibitors from the British Isles and Ireland were, left to right, Walter Bransan, RKO's world wide sales manager; Joe Vegoda, RKO general sales manager for the United Kingdom; and two other men.



RKO general European manager; and Sir David Griffiths, president, Kine-matograph Renters Society; and, right, left to right, Jim Paole, Poole Circuit, Edinburgh; Robert S. Wolff, managing director for RKO at the United Kingdom; Bransan; and George West, a veteran exhibitor from Leicester.



Paramount's Gift  
to the Art of Motion Pictures



TECHNICOLOR IS THE REGISTERED TRADE-MARK OF

**TECHNICOLOR MOTION PICTURE CORPORATION**

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER



## St. Louis "Mutiny" Showing Challenged

ST. LOUIS—The St. Louis Amusement Company, a Fanchon and Marco affiliate, filed suit last week in United States District Court seeking to restrain Columbia, Loew's, Inc., and Loew's Dayton Theatre Company from exhibiting "The Caine Mutiny" at Loew's State at the advanced admission rate of \$1.

The anti-trust action charges the three defendants with a conspiracy to violate anti-trust acts and provisions of the consent decree with respect to fixing admission prices. The petition seeks an immediate temporary injunction pending a hearing on a permanent restraining order and also \$7,000 actual damages or a total of \$21,000 trebled.

The plaintiff stated that it has been exhibiting Columbia product for about 10 years and that under a rotating plan it has been dividing such pictures with Loew's, Inc. Under this arrangement it was entitled to exhibit "The Caine Mutiny." However, it charges the plaintiff received an inquiry from Columbia as to whether it planned to increase prices for admissions and gave a negative reply. Columbia then demanded a percentage of gross that was so exorbitant that plaintiff could not accept it. Therefore, it is charged, an arrangement was made by Columbia to give the picture to Loew's State with the provision that the adult admission rate would be raised from 75 cents to \$1.

## 20th-Fox Limits Shorts

NEW YORK—A program of 26 Terrytoons, all in color and suitable for standard, wide screen, and projection through CinemaScope's anamorphic lens, will be released by 20th-Fox during 1955, Lem Jones, short subjects sales manager, announced last week.

Of the 26 subjects, 13 will be new and 13 reissued Terrytoon Toppers. The first 10 Terrytoons to be placed in exhibition next year are "Gandy Goose In Barnyard Actor," "A Yokohama Yankee," "Terry Bears In Duck Fever," "Aesops Fable—The First Flying Fish," "Little Roquefort In No Sleep For Percy," and Terrytoon Toppers "Dear Old Switzerland," "Swooning The Swooners," "Gandy Goose In It's All In The Stars," "The Two-Headed Giant," and "Smoky."

Joining the 26 CinemaScope short subjects previously announced for release in 1955, the overall shorts program totals 52 attractions. In addition, editions of Movietone Newsreels will be issued twice weekly next year.

## Swanson Heads UPA Sales

BURBANK, CAL.—Fred W. Swanson was appointed last week to head the sales department of UPA's studio, it was announced last week by Stephen Bosustow, president of the animated cartoon organization. Swanson will be in charge of character merchandising as well as acting as company sales representative in the TV spot, educational and industrial film fields. He was vice-president, Russel M. Seeds ad agency, before joining UPA's staff.



Walter Lantz, celebrating his 25th year of releasing his cartoons through U-I, was feted recently at a trade press luncheon-interview in New York. Seen, left to right, are Henry A. Linet, eastern sales promotion manager; Irving Sochin, short subjects manager; Lantz; Budd Rogers, Lantz's sales representative; and Philip Gerard, eastern publicity manager for the firm.

## GPEC Reports Rise In Earnings, Profit

NEW YORK—Hermann G. Place, president, General Precision Equipment Corporation, reported last week that consolidated sales and net earnings for the first three-quarters of 1954 increased over 1953's similar period.

Consolidated net sales for the three months ended Sept. 30 were \$31,141,460, a rise of 45 per cent over 1953's \$21,391,405. Net profit after adjustment for minority interest was \$1,060,987, or 30 per cent more than 1953. After deducting stock dividends, the profit was equivalent to \$1.15 per share of outstanding common stock compared to \$1.24 per share at the end of the third quarter in 1953.

For the nine months ended on Sept. 30, consolidated net sales were \$85,446,656 compared with \$62,493,972 for the same period in 1953. Net profit was \$3,602,640, equivalent to \$4.44 per outstanding common share, as compared to \$3.46 per share for the comparable nine months of 1953.

Place also announced the election of Edwin A. Link, Jr., chairman, Link Aviation, Inc., as a director of General Precision Equipment.



Three of the international candidates for the coveted Mary Magdalene role in U-I's "The Galileans" recently arrived in New York enroute to Hollywood for screen tests and were welcomed by company executives. From left to right are David A. Lipton, U-I vice-president; Myriam Verkebeck, of Belgium; Alfred E. Daff, U-I executive vice-president; Nicole Maurey, of France; Gia Scala, of Italy; and Robert Palmer, U-I studio talent executive handling the event.

## About People

NEW YORK—John H. Harris, Pittsburgh, national campaign chairman, amusements division, 1954-55 drive of the National Conference of Christians and Jews, in annual observance of Brotherhood Week, will be formally presented to the trade at the first luncheon meeting of the division on Nov. 9 at the Waldorf-Astoria Hotel. Harris will discuss plans for the forthcoming drive and will hold a press conference following the luncheon. The luncheon program also will include the presentation of a plaque to Emanuel Frisch by the National Conference in tribute for his services in last year's drive. J. Robert Rubin is general chairman, amusements division, for the NCCJ 1954-55 effort.

NEW YORK—Fanshawe Lindsley has been appointed general sales manager of TNT Tele-Sessions, business and industrial division of Theatre Network Television, Inc., it was announced last week by Nathan L. Halpern, president. For the past 13 years, he has been associated with Time, Inc., as an advertising executive on Fortune Magazine. Lindsley will institute an intensive sales and promotion program to acquaint agencies and corporations with TNT activities and the benefits of theatre TV.

NEW YORK—Don Hartman, Paramount executive producer, has been elected to the board of the Southern California Society for Mental Hygiene, it was announced last week by Miss Beatrice L. Kotas, assistant director. Hartman has for some time been affiliated with the aims of the Society, a non-profit citizens organization endorsed by the Los Angeles County Mental Association to promote mental health in the community through public education.

NEW YORK—Al Cohan has been named national magazine contact in U-I's eastern advertising and publicity department to work under Philip Gerard, eastern publicity manager, replacing Lowell Benedict, who has resigned, it was announced last week by Charles Simonelli, eastern advertising and publicity department manager.

NEW YORK—It was announced last week by Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation, that Dr. Maurice Nelles will join the company in a newly created position of director of diversification and research development. Dr. Nelles comes to Technicolor from Borg-Warner Corporation.

NEW YORK—John Scuoppo has joined the United Artists' publicity department, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation. Scuoppo, previously associated with Columbia and Eagle-Lion, will contact New York newspapers, syndicates, radio, and television.

NEW YORK—Sidney C. Bell, head of the contract department, National Screen Service, is transferring his activities to the NSS Hollywood Studios, where he will represent the company in television film commercial sales, it was announced last week by Herman Robbins, president.



## UA Benjamin Drive Sets Billings Record

NEW YORK—The first six-week lap of United Artists' Robert S. Benjamin Drive has racked up the highest weekly average billings ever recorded by the company in a sustained period, it was announced last week by co-captain B. G. Kranze, general sales manager.

The salute to UA's board chairman, which has established itself as the most successful sales effort in the company's history, has compiled billings averaging more than \$744,000 a week for the six-week period, with totals for the sixth week alone exceeding \$1,000,000.

The drive, which will award \$50,000 in prizes to the winners among United Artists' 32 competing branches, supports the "blockbuster-a-month" releasing program announced recently by President Arthur B. Krim.

The salute to Benjamin, which is being led by co-captains William J. Heineman, vice-president in charge of distribution, and Kranze, is divided into four laps, Sept. 5 to Oct. 16; Oct. 17 to Nov. 27; Nov. 28 to Jan. 1; and the "home stretch," Jan. 2 to March 5.

The 32 UA branches in the United States and Canada are competing in three groups of equal grossing potential. Cash prizes will be awarded to the winning exchanges in each group at the end of each lap and again at the completion of the drive.

## Associated British Expands

HOLLYWOOD—Associated British-Pathe is on the threshold of wide expansion in its distribution and production operations, it was disclosed last fortnight by MacGregor Scott, general sales manager, whose company has a joint distribution and production deal with Allied Artists.

Scott held conferences with Steve Broidy, Allied Artists president; Harold Mirisch and G. Ralph Branton, vice-presidents; and Walter Mirisch, executive producer. Scott also revealed plans to engage a publicity representative in New York who will coordinate his work with John C. Flinn, AA director of advertising and publicity.

In the season just past, Scott said, Allied Artists films in the United Kingdom have found increased favor. He predicted even greater revenues during the 1954-55 season as a result of the company's upgrading of product.

## New Releasing Company Formed

HOLLYWOOD—Upon their return last week from a visit to 28 exchange centers, James H. Nicholson, veteran Los Angeles exhibitor, and Roger Corman, producer, Palo Alto Productions, announced the formation of American Releasing Corporation, of which Nicholson is president and general sales manager, to handle Palo Alto releases through independent exchanges.

ARC, through its agencies, plans to release for Palo Alto four films in 1955, the first of which is "The Fast And The Furious," starring John Ireland and Dorothy Malone.

Other ARC officers are Samuel Z. Arkoff, vice-president and counsel, and Joseph Moritz, treasurer.

# Goldman, Zimmerman, and Snyder Form Production, Distribution Unit

## Canadian Release Set For Disney Features

NEW YORK—Roy O. Disney, president, Walt Disney Productions, announced last week a deal with Empire-Universal Films for the distribution in Canada of three of the Disney studio's feature productions, "20,000 Leagues Under The Sea," "The Vanishing Prairie," and "The Littlest Outlaw."

The deal was negotiated by Leo F. Samuels, president, Buena Vista, and Empire-Universal executives Paul L. Nathanson and Alfred Perry.

The deal is unprecedented for Disney in the western hemisphere and follows the company's policy of releasing its product in the foreign field only through the most important distribution organizations. In the United States the pictures will be distributed by Buena Vista and in the United Kingdom by the Buena Vista subsidiary, Walt Disney Film Distributors.

## Pioneers Expect Record Crowd

NEW YORK—Reservations coming in at a record clip for the 16th Annual Showmanship Dinner of the Motion Picture Pioneers honoring Si Fabian as "Pioneer of the Year" on the occasion of his 40th anniversary in the industry, give evidence that this dinner on Nov. 17 at the Sheraton Astor Hotel will be the biggest in the history of the organization, it was announced last week.

The announcement by Herman Robbins, general chairman, that there will be no speeches has been well received on all sides and the news of the outstanding entertainment has spurred interest in the dinner. In addition, a record number of new memberships has been received.

## Boomer Leaves TESMA Post

HOLLYWOOD—Roy Boomer resigned last week as secretary-treasurer, Theatre Equipment and Supply Manufacturers Association because of ill health. He has held the position for eight years. Boomer has been connected with the industry as an exchange manager and theatre executive since 1922.



Edmund J. Baumgarten was recently named president, Lippert Pictures, by Robert L. Lippert, who will remain in an advisory capacity and supervise picture sales. Sales heads will be named.

NEW YORK—A trio of American motion picture executives, who have for years figured prominently in three different phases of the film industry, have joined forces in the formation of a new enterprise called William Films, Inc., it was announced last week. William Goldman, William Zimmerman, and William L. Snyder are the founders of the new organization engaged in acquiring films from abroad for specialized exhibition in the United States theatrical market and in the production of television films for children.

The new company marks the first venture into the foreign motion picture field for William Goldman, prominent Philadelphia exhibitor, who recently began to expand his motion picture interests. Goldman made his initial entry into the film production field and formed with Paul Gregory the motion picture and legitimate play company called Gregory-Goldman Enterprises, Inc. William Zimmerman, former RKO vice-president and general counsel, is also active in this company as a director and vice-president.

William L. Snyder, an independent importer of specialized films for a number of years, has put "The Emperor's Nightingale" and "White Mane" into distribution during the past few years and has provided a number of films for specialized television programs. He will be responsible for the acquisition of new product and its preparation for the American market. Zimmerman will act in a general advisory capacity and supervise distribution.

## Columbia's Ruby Dies

CLEVELAND—Oscar Ruby, 57, for approximately 20 years Columbia branch manager in Milwaukee, and for the past 10 years here, died last week in University Hospital. Funeral services were held in Temple Memorial Home with burial in Youngstown, O. He is survived by his wife, a son, a grandchild, and his parents.

## "Bread" Set For Holiday

NEW YORK—Holiday playing-time engagements in 16 key cities have been set for Gina Lollobrigida's comedy, "Bread, Love And Dreams," it was announced last week by Bernard Jacon, IFE vice-president in charge of sales.

## Schumann Suit Dismissed

NEW YORK—State Supreme Court Justice William Hecht last week dismissed the damage action brought by the heirs of the late composer Robert Schumann in connection with MGM's 1947 production, "Song Of Love." More than \$5,000,000 in damages had been sought.

## Fox Wisconsin Joins Makelim

HOLLYWOOD—John Wolfberg, vice-president, Makelim Productions, announced last week that Fox Wisconsin Theatres had joined the circuits that have contracted to play product to be made under the Makelim plan.





Seen at the recent convention of Allied Artists at the Blackstone Hotel, Chicago, Ill., were, left to right, William F. Rodgers; Morey Goldstein; Steve Broidy, president, addressing the gathering; Walter Mirisch; Mac-Gregor Scott; and, bottom row, Arthur Greenblatt and L. E. Goldhammer; center, bottom row, left to right, Greenblatt; Goldhammer; Douglas Rosen; Jack Bernstein; Larry Stephens; Harry Goldstein; and top row, left to right,

John C. Flinn; Edward Morey; Rodgers; M. Goldstein; Broidy; Mirisch; Scott; and Tony Morris; and, right, winners of Allied Artists' recent 13 weeks' billing drive are seen with M. Goldstein, vice-president and general sales manager, center, as he presented the \$1500 first prize to them. On the left is Nate Levin, branch manager, Detroit; and on the right, Henry Glover, branch manager, New Orleans. E. Spiers, a winner, is not seen.

## Konecoff

(Continued from page 7)

portant part of the program and not filler. They give the cartoons billing in programs and use display stills in lobbies, etc.

Lantz bewailed the fact that he can't make his cartoons longer due to the high cost of production. At present, subjects cost anywhere from \$30,000 to \$50,000. He cited one example of increased production costs, animator salaries, which back in 1941 averaged \$80 weekly. Today, the same job has a minimum of \$147. Exhibitors have been paying practically the same price for his cartoon subjects, he said.

Lantz thought that unless the exhibitor sees fit to increase rentals, lengths of cartoons may well be reduced. He plans to deliver 13 subjects this year and his studio is working on a new character, a penguin, "Chilly Willy." He is not turning out any subjects specifically for CinemaScope use.

Presently, it takes four years to get the cartoon negative cost back before a profit is realized, but he admits assistance by fees from licensees such as manufacturers of toys, books, clothes, etc., which amounts to about 30 per cent of

the overall cost. Lantz will not release any of his shorts, to television nor will he make any for that medium, primarily because it's not profitable, he said.

It takes 60 people at his studio four weeks working 40 hours weekly to turn out one cartoon. Lantz reported his cartoons receive about 15,000 playdates. Were each theatre willing to up the rental price by 50 cents, the cost problem would take quite a licking. Lantz believed that if shorts were better merchandised in theatres, business would increase, reminding that there is a huge comic book readership just waiting for the proper exploitation.

Incidentally, five years after his cartoons are first released, they are then put out in 8mm. and 16mm. for home and organizational consumption, but even this market has dropped about 75 per cent because of the advent of television.

**TRIBUTE:** More than 250 industry executives gathered at the Hotel Astor to pledge renewal of the fight against bigotry and pay tribute to the trade press for "distinguished services in behalf of human rights" at a luncheon sponsored by the Joint Defense Appeal.

William J. German, chairman, amusements division, who accepted the post for

the second year, outlined the work and purpose of the JDA and urged all industryites to support it. Paul Lazarus, Jr., luncheon chairman, reminded his audience that the industry is freer of bigotry than any other and took the opportunity to praise the industry press.

Kim Novak, Columbia starlet, presented inscribed medallions to each of the papers, including **MOTION PICTURE EXHIBITOR**, which was accepted by Paul J. Greenhalgh, general manager, in the absence of publisher Jay Emanuel. Principal speaker was Henry Edward Schultz, national chairman, Anti-Defamation League, who described the activities of the JDA agencies.

Others aboard the dais were Sam Rinzler, Emanuel Frisch, John J. O'Connor, Charles Boasberg, Ed Fabian, Sol A. Schwartz, John Balaban, Sam Rosen, Leon Goldberg, Louis Phillips, Arthur Krim, Bob Benjamin, Russell Downing, Douglas Yates, Burton Robbins, Martin Levine, Saul Jaffe, Mrs. Marj Lewis, Martin Quigley, Jr., Roger Littleford, Greenhalgh, Sumner Smith, Mort Sunshine, Charles Alicoate, Sherwin Kane, Marvin Kirsch, and Leonard Coulter.

**REGRETS:** The other day amongst our mail was a note from Charles P. Skouras, which reached us about the same time the papers announced his demise due to a heart attack. It was a double shock. We were sorry to hear of his passing and extend our regrets to his family and to his brothers, Spyros and George. Their loss must be a great one. The industry has lost a capable executive, a friend, a philanthropist, and a man with a sense of humour.

**MORE ON HORIZONTAL PROJECTION:** An impartial observer who witnessed the horizontal projection of Paramount's VistaVision film "White Christmas" at the Radio City Music Hall told us that projectionists may not be too happy working with these machines. He found that the noise of the film going through the machines at twice the normal speed resembled a machine gun in action; that the film was running from bottom reel to top reel instead of reversely as is customary; that the threading was complicated; that big 5,000-foot reels had to be used; that because of the length of the footage on each reel, the rewind time

(Continued on page 17)

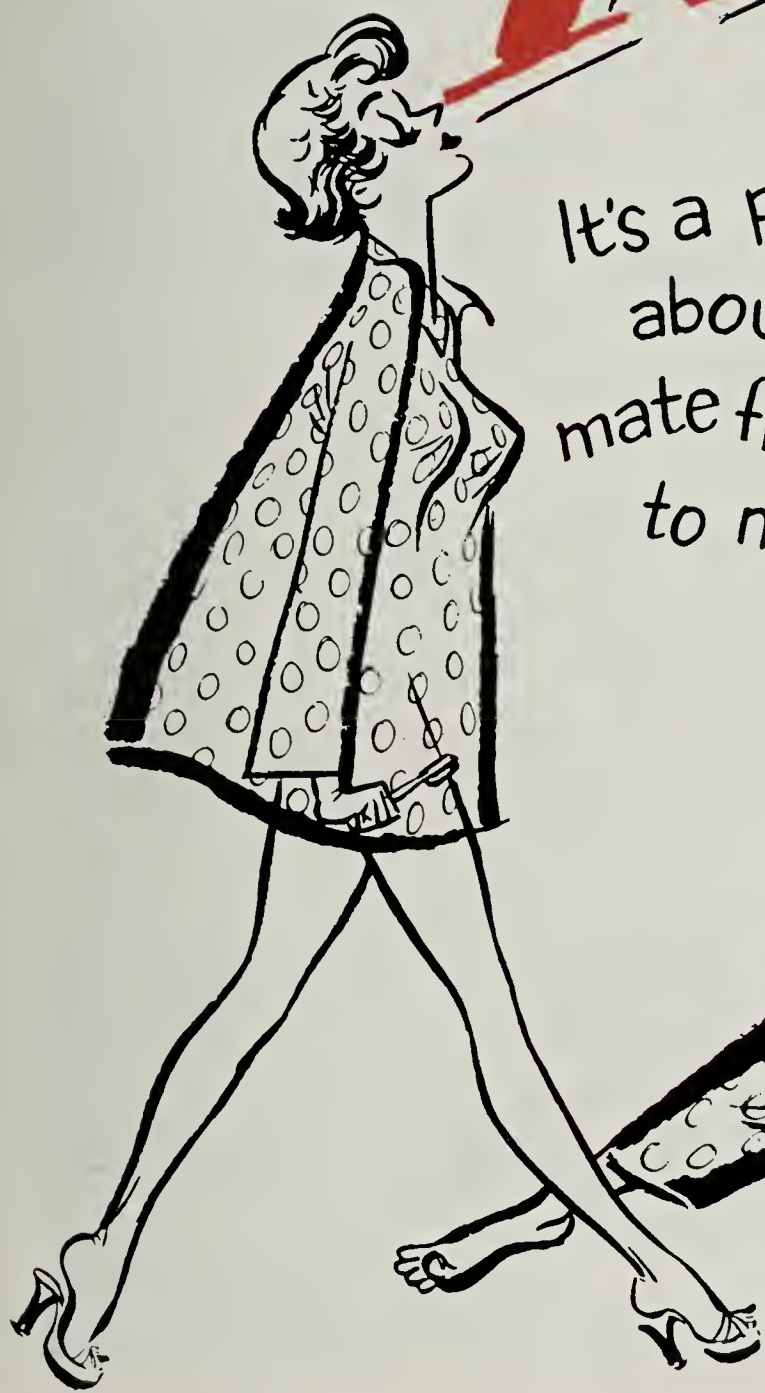
# This Was The Week When . . . .

Columbia announced that "Phfft" will have its world premiere at Loew's State, New York, on Nov. 10. . . . Trans-Lux Theatres Corporation announced its acquisition of the British film, "The Heart Of The Matter," to have its American premiere at the Trans-Lux Normandie, New York. . . . RKO's "Cattle Queen Of Montana" was set to open in more than 25 houses in Montana and Idaho following its world premiere on Nov. 17 at the Fox, Billings, Mont. . . . The American premiere of UA's "Romeo And Juliet," grand prize winner at the Venice Film Festival, was set for the Sutton, New York, on Dec. 22. . . . Hoffberg Productions of New York was designated eastern sales agent for the Ray Fielding adventure-travelogue production, "The Honorable Mountain," made in Japan.

Eric Johnston, president, Motion Picture Association of America, announced the formation of the Hennepin Society to foster closer ties and friendship between Belgium and the United States. . . . Noel Meadow acquired for distribution a series of 13 British short subjects concerning the secret lives of animals and birds. . . . UA's "Twist Of Fate," filmed in France, was set for its American premiere at the Monroe, Chicago, on Nov. 10. . . . "This Is Cinerama" achieved New York's all-time long-run record as it entered its 109th week on Broadway, passing the 108 week record set by "Red Shoes" at the Bijou. . . . Loew's, Indianapolis, was selected for the world premiere of MGM's "The Last Time I Saw Paris" on Nov. 11.



# !! Phffft !!



It's a ph-f-f-frolic  
about man and  
mate from moonlight  
to mayhem!



## Phffft...?



IT'S THE SOUND OF  
A ROMANCE ON  
THE ROCKS! →



*Phffft* is my funniest picture since 'Born Yesterday'!"



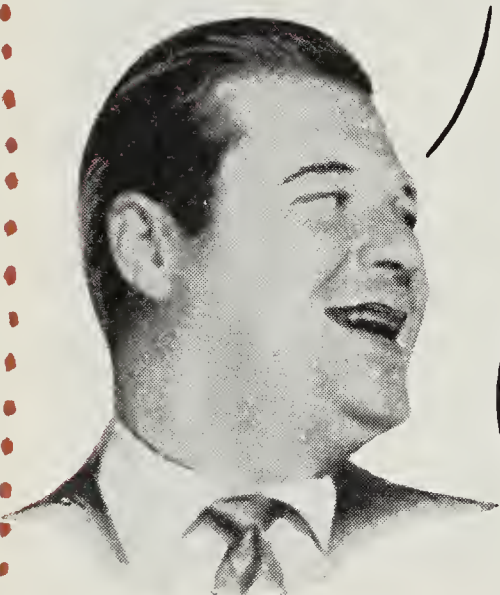
**Judy  
HOLLIDAY**

"Sure, *Phffft* is a goofy title. But what a gimmick for smart showmen!"



**Jack  
LEMMON**

"Have you heard Decca's *Phffft* mambo? It's shooting to the top in all disc jockey polls!"



**Jack  
CARSON**

"Wait'll you dig the special trailer I made for *Phffft*!"

**Kim  
NOVAK**



**!! *Phffft* !!**  
EVEN IF YOU CAN'T SAY IT... SEE IT!

Story and Screen Play by GEORGE AXELROD • Produced by FRED KOHLMAR • Directed by MARK ROBSON

from  
*Columbia*

WATCH THE PREMIERE AT LOEW'S STATE IN NEW YORK, NOV. 10!



## Konecoff

(Continued from page 14)

was increased considerably especially as careful inspection is in order and the result has been that a number of prints have had to be assigned the house to make sure that a print is always available for each showing; that overtime was given the men so that rewinding and other attendant chores could be properly attended; that portholes have been covered by burlap to prevent the projection noises from infiltrating the theatre; and that the horizontal projector has been coupled to a regulation projector, with the latter running only the sound track and the former the picture with both machines synchronized. The latter condition is a temporary one until Paramount can arrange to put the sound track on the horizontal prints.

THE METROPOLITAN SCENE: Crimson flares and kleig lights provided an atmosphere of colorful celebration at 20th-Fox's world premiere of "Carmen Jones" at the Rivoli. A 30 minute filmed feature was shown later on the Steve Allen coast-to-coast TV show. . . . Jackie Gleason opens for two weeks on the Paramount stage on Nov. 17, which marks the first in-person appearance of a personality on the theatre's stage in more than a year. . . . Peggy Ann Garner started the boxoffice registers going when she sold initial tickets at the Roxy for "Black Widow." . . . "This Is Cinerama" captured New York's all-time long-run record when it started its 109th week on Broadway. "Lili" is in its 85th, "Open City" ran 91 weeks, "The Big Parade" 66 weeks, "Hamlet 61 weeks, "Paisan" 51 weeks, "Bitter Rice" 47 weeks, and "Gone With The Wind" 43 weeks. . . . Academy Award winning director George L. George (for a short called "Toward Independence") has joined Sturgis-Grant Productions as associate producer and director. . . . John Scuoppo has joined the UA publicity department to work on local newspapers, syndicates, radio, and TV. He was last with Columbia. . . 20th-Fox and Gimbel Brothers are promoting "Carmen Jones" via double-page ads. . . . Life has a color cover and four-page layout on "Carmen Jones." . . . The Fine Arts invited 100 "private eyes" to attend the American premiere of "The Detective" where Alec Guinness stars as "Father Brown." What a time for a stick-up. . . . Local publicist Ed Gollin, Ed Gollin Associates, and Jess Rand Associates, Hollywood, have merged in a mutual working agreement which will insure overall national coverage for their respective accounts. Among the top clients represented are Filmmakers, Jeff Chandler Enterprises, the Will Mastin Trio, and Sammy Davis, Jr. . . . Robert K. Shapiro, managing director, Paramount, was on the coast to select top-quality films. . . . The Macy's Thanksgiving Day Parade will include a float on "Long John Silver," with a leading actor aboard. The motorized float will be used later to spark key city openings. . . . Okeh press-books are out on "Reap The Wild Wind," Paramount; "Masterson Of Kansas," Columbia; and "The Yellow Mountain," "West Of Zanzibar," and "High And Dry," U-I.

## Columbia Sells Old Shorts, Westerns To Television

NEW YORK—Columbia has closed a deal to dispose of some of its out-of-date cartoon and western properties, it was disclosed last week. The announcement was made jointly by the distributing company and Hygo Corporation, television film sales agency.

In explaining the arrangement, Jack Cohn, executive vice-president, said, "This in no way alters our company's policy of not releasing our features for television showing. The cartoons and Westerns which we have just disposed of have long since outlived their theatrical value. They have no further potential for reissues."

The deal provides for the turning over by Columbia to Hygo of the rights to a number of cartoon series on which theatrical distribution rights have expired, as well as a group of western films dating back 15 years or more and including films starring Bill Elliot and Russell Hayden.

## Exterior Ad Code Rejected By Exhibs

NEW YORK—City exhibitors, License Commissioner Edward T. McCaffrey, religious, civic, and business leaders last week rejected a voluntary code for exterior advertising as a dangerous form of censorship.

At a meeting in the License Commissioner's office, a pledge was received from two Times Square area theatres brought in on "indecent and immoral" complaints for cooperation in self-regulation of lobby displays and marquees. Exhibitors attending the meeting rejected any exterior advertising code, pointing out that censorship was not necessary since self-regulation of advertising exists. It was reported that McCaffrey stated that he had never had any intention of imposing a code, but rather wanted to suggest some method of self-regulation. Representing the industry at the meeting were Martin Levine, Max A. Cohen, Harold Klein, Herman Schwartz, and Morton Sunshine.



Following the recent opening of Paramount's "White Christmas" at Radio City Music Hall, New York City, Barney Balaban, second from left, president, Paramount Pictures, discussed with the trade press and critics the showing of the first VistaVision film in horizontal projection. Seen with Balaban are Adolph Zukor, Paramount board chairman; Loren Ryder, Paramount studio technical research head; and John R. Bishop, head, Paramount camera department.



Irving Wormser, who ends a 24-year association with Columbia's executive sales staff, has joined Distributors Corporation of America as vice-president and general sales manager recently.

## MGM Sets Further Workshop Sessions

NEW YORK—Two more Ticket Selling Workshops have been scheduled by MGM, making a total of five so far, the latest two to be held in March and May of 1955, according to vice-presidents Charles M. Reagan and Howard Dietz, who are sponsoring the gathering for ideas and expressions for improving box office business in the industry.

The new dates are March 1, Columbus, O., in cooperation with the Allied of Ohio unit, and May 10, Billings, Mont., at the request of the Montana Theatre Owners Association, whose directors recently passed a resolution to that effect at its Missoula convention.

Mike Simons, in charge of customer relations for MGM, will conduct the newly scheduled sessions as well as the other three previously listed. Also attending the three meetings from the home office will be Emery Austin, in charge of exploitation under Dietz. A number of panelists will be selected for each session to cover as wide a field bearing on promotion and coordinated activities as possible.

The "kick-off" Workshop session was held last week at the William Penn Hotel in Pittsburgh, where various independent and circuit theatre groups were on hand, as well as a number of important exhibitor leaders. The second and third Workshops will be held on Nov. 16 in Indianapolis and Dec. 6 in Boston.

## RKO Theatres Head Sued

NEW YORK—Broker's representative Harry Kuffler filed suit last week in New York Federal Court against Albert A. List, chairman of the board, RKO Theatres, for \$89,350, for alleged services rendered in connection with acquisition of 930,000 shares of RKO Theatres stock.

The suit claims that in 1953, he and his firm suggested to List that he acquire a block of stock of RKO Theatres, then controlled by Howard Hughes. Kuffler claims that List requested him to arrange a meeting with representatives of Hughes with a view to negotiations for the stock. Relying upon List's alleged agreement to pay a broker fee for services rendered, the plaintiff introduced David J. Greene to List. It was through Greene, Kuffler claims, that negotiations were started which resulted in the sale.



TOA  
(Continued from page 9)

for relief—even to the government. This, we of TOA do not believe to be a good answer."

The print shortage, the veteran exhibitor said, created a situation of impossibly high terms for sub-run exhibition of top films, causing over-bidding and loss without adjustment. He saw a workable arbitration system as a necessity since "too many exhibitors complain that they have no place to air their grievances." The constant name-calling and bitterness "never cured anything," according to McGee.

He also called for a giant engineering research and analysis under neutral direction, such as COMPO, to eliminate waste. "Our entire machinery is outmoded and archaic," he said, with "an appalling amount of waste in distribution and some . . . in production." An arbitrary sales policy in all areas "is not right," McGee said, since it is bearable only in certain situations.

Solutions to problems created by a seller's market, McGee pointed out, lie in encouraging increased independent production and foreign production to satisfy American tastes, and a distribution channel more sympathetic to exhibitor product needs during the lean months of April and May, November, and December. He encouraged support of such production efforts as Distributor Corporation of America, headed by Fred Schwartz; William Goldman's new production-distribution organization; Filmmakers; Makelim; and others.

Committee chairmen delivered reports to the convention, including LaMar Sarra and Robert E. Bryant, state and local legislation; Myron N. Blank, research; Jack D. Braunagel and William T. Powell, drive-ins; S. H. Fabian and Mitchell Wolfson, theatre television and the dangers of toll TV; Joseph J. Zaro, Lucian E. Pope, and Edwin Gage, theatre equipment and accessories; H. F. Kincey, film reviewing; E. D. Martin, reduction of fire insurance rates through the exclusive use of acetate film; and Sam Pinanski, COMPO.

Another feature of the convention's opening session was an MGM demonstration of Perspecta stereophonic sound, adopted by MGM, Warners, and Paramount, at the State Lake, along with the showing of current and future product from Columbia, 20th-Fox, and Allied Artists.

TOA also announced the adoption of a plan to award a plaque to "The Star of the Year," with the first recipient being Danny Kaye, set to receive his award at the President's Dinner tomorrow (Nov. 4).

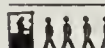



UA Settles Suit

NEW YORK—United Artists entered in a stipulation last week settling the suit for \$370,500 against it brought by Arnold Productions, Inc. The settlement came shortly before trial before State Supreme Court Justice Henry Clay Greenberg. The action involved distribution of the Arnold Pressburger films, "It Happened Tomorrow," "Hangmen Also Die," and "Scandal In Paris." The plaintiff sought funds gained through foreign distribution of the features.





# The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

(KEY TO "THE LITTLE MEN" RATINGS: (NOVEMBER 3, 1954)



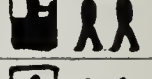


 Registering grosses in the highest brackets.	 Just fair, nothing out of the ordinary, average.
 Good, although not breaking down the walls.	 Disappointing, below what was expected.

## Newcomers

A STAR IS BORN (182m.) (WB) (CinemaScope)	
BEAU BRUMMELL (113m.) (MGM)	
THE ADVENTURES OF HAJJI BABA (94m.) (20th-Fox) (CinemaScope)	
THE BAREFOOT CONTESSA (128m.) (UA)	
THE HUMAN JUNGLE (82m.) (AA)	

## Continuing

A BULLET IS WAITING (82m.) (Columbia)	
ABOUT MRS. LESLIE (104m.) (Paramount)	
ADVENTURES OF ROBINSON CRUSOE (90m.) (UA)	
BETRAYED (108m.) (MGM)	
BRIGADOON (108m.) (MGM) (CinemaScope)	
CROSSED SWORDS (83m.) (UA)	
DAWN AT SOCORRO (81m.) (U-I)	
DRAGNET (89m.) (WB)	
DUEL IN THE JUNGLE (102m.) (WB)	
FRANCIS JOINS THE WACS (94½m.) (U-I)	
HER 12 MEN (91m.) (MGM)	
HUMAN DESIRE (90m.) (Columbia)	
LIVING IT UP (95m.) (Paramount)	

MAGNIFICENT OBSESSION (108m.) (U-I)	
NAKED ALIBI (86m.) (U-I)	
ON THE WATERFRONT (108m.) (Columbia)	
PUSHOVER (88m.) (Columbia)	
REAR WINDOW (112m.) (Paramount)	
ROGUE COP (92m.) (MGM)	
SABRINA (113m.) (Paramount)	
SEVEN BRIDES FOR SEVEN BROTHERS (103m.) (MGM) (CinemaScope)	
SITTING BULL (105m.) (UA)	
SUDDENLY (77m.) (UA)	
THE BLACK SHIELD OF FALWORTH (99m.) (U-I) (CinemaScope)	
THE BOUNTY HUNTER (79m.) (WB)	
THE DIAMOND WIZARD (83m.) (UA)	
THE EGYPTIAN (140m.) (20th-Fox) (CinemaScope)	
THE GAMBLER FROM NATCHEZ (88m.) (20th-Fox)	
THE RAID (83m.) (20th-Fox)	
THE STUDENT PRINCE (107m.) (MGM) (CinemaScope)	
THE VANISHING PRAIRIE (75m.) (Buena Vista)	
VALLEY OF THE KINGS (86m.) (MGM)	
WOMAN'S WORLD (94m.) (20th-Fox) (CinemaScope)	



FOR  
XMAS

DARRYL F. ZANUCK presents

IRVING BERLIN'S  
**THERE'S NO  
BUSINESS LIKE  
SHOW BUSINESS**  
A 20th CENTURY-FOX PRODUCTION in  
**CINEMASCOPE**  
COLOR BY **DE LUXE**

STARRING

ETHEL MERMAN · DONALD O'CONNOR · MARILYN MONROE  
DAN DAILEY · JOHNNIE RAY · MITZI GAYNOR

Produced By  
SOL C. SIEGEL

Directed By  
WALTER LANG  
Lyrics And Music By  
IRVING BERLIN

Screen Play By  
PHOEBE and HENRY EPHRON · LAMAR TROTTI  
Dances And Musical Numbers Staged By  
ROBERT ALTON

"it's a pleasure to do business with 20th!"





UA advertising, publicity, and exploitation chiefs mop the \$500,000 promotion program for "The Barefoot Contessa," and seen, left to right, are Francis M. Winikus, national advertising-publicity-exploitation director; Roger H. Lewis, advertising manager; Mori Krushen, exploitation manager; Alfred Tomorin, assistant to Winikus; and Mort Nothanson, publicity.



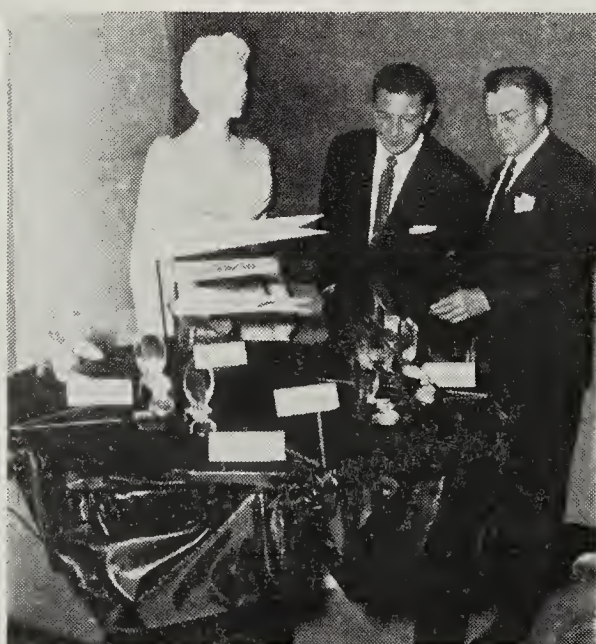
"The Barefoot Contessa," which stars Humphrey Bogart and Ava Gardner, backed by UA's "blockbuster" campaign, drew this line of early morning patrons to the Capitol, where the film is currently in its smash New York premiere. Crowds like this one boosted the Technicolor production to the greatest UA business ever recorded of the popular Broadway showcase.



After the successful premiere, UA's publicity staff meets to discuss regional follow-up campaigns. Seen, left to right, are publicists John Scouppo, Tess Michaels, and Ston Brody; Nothanson; publicist Not Rudich, and seen with their backs to the camera, Burt Sloane and George Nelson, both publicists.



Vice-President Mox E. Youngstein and Winikus survey national magazines and learn that the biggest promotional push ever launched by UA paid off in features and stories to reach millions.



Winikus and Merrill Watson, vice-president, National Shoe Manufacturers Association, launch the coast to coast tour of a \$10,000 collection of gem-studded shoes to ballyhoo the production.

## EXHIBITOR

FEATURE

# UA Blockbuster

AS the first of United Artists' blockbuster releases, "The Barefoot Contessa" is being given a promotional send-off on the grand scale. The campaign, by far the most intensive ever mounted by the company, will set the pattern for the productions slated for release within the coming year.

The promotion started long in advance of the record breaking world premiere at the Capitol and was designed by UA's ad-pub-exploitation staff to hit every moviegoer.

Personal appearances, heavy radio and TV saturation, merchant co-ops, and a jumbo ad program have keyed the drum-beating. Backed by an initial budget of \$500,000, the comprehensive campaign will carry through regional premieres and sub-runs to assure the greatest possible pre-selling for every engagement on the local level.

An avalanche of newspaper and magazine breaks kicked off the campaign. Ava Gardner's internationally reported Latin American tour earned tremendous additional coverage that was climaxed with the world bow in New York, which drew full TV coverage and immense crowds.

National co-ops based on the fabulous wardrobe worn by Ava Gardner in her starring role are booming "The Barefoot Contessa" with magazine ads, newspaper insertions and store promotions sponsored by leading manufacturers and retailers of women's wear.

A national letter-writing contest that will award free trips to Italy is spotlighting "Contessa" dates in every exchange area. So will a statue of Ava made in Italy and flown to the United States for TV and lobby display throughout the country.



# WHITE CHRISTMAS<sup>TM</sup> GROSSES ARE DAZZLING THE INDUSTRY!

THE NATION'S TOP MONEY HIT!

EVERY PARAMOUNT RECORD AT RADIO CITY SMASHED!

VISTAVISION HAILED!

PACING "THE GREATEST SHOW ON EARTH"!

\$ . R . O . EVERYWHERE IT HAS OPENED!

Greatest Entertainment  
Package Of The Year Is  
All Wrapped Up In

# VISTAVISION

GETTING  
CHRISTMAS  
BUSINESS  
RIGHT NOW!



## Miscellaneous

### In The Newsreels

MOVIE TONE NEWS (Vol. 37, No. 88) France: Allies in accord on West Germany pacts. England: Queen Mother sails for U.S. England: "Comet" tests show cause of crashes. Czechoslovakia Border: Air currents aid freedom crusade. Washington: Marian Year rally. Columbus: Ohio State defeats Wisconsin in football.

NEWS OF THE DAY (Vol. XXVI, No. 218) France: Allies in accord on West Germany pacts. England: Queen Mother sails for U.S. Washington: Marian Year rally. New York City: Christmas dolls for needy children. Columbus, O.: Ohio State defeats Wisconsin in football.

PARAMOUNT NEWS (No. 21) France: Allies in accord on West Germany pacts. Milwaukee: Stevenson on campaign tour. England: Queen Mother sails for U. S. Columbus: Ohio State defeats Wisconsin.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 616) Washington: Dulles returns from Paris conference. Los Angeles: Smog. Trieste: Corn for Austria. England: Queen Mother sails for U.S. New York City: Diamond dazzler. San Jose, Cal.: Dachshund on wheels. Los Angeles: USC edges out California in football. Columbus: Ohio State defeats Wisconsin in football.

WARNER PATHE NEWS (Vol. 26, No. 23) France: Allies in accord on West Germany pacts. Washington: Dulles returns from Paris conference. Canada: Flood stricken Ontario fights back. Washington: Marian Year rally. Santa Barbara, Cal.: New fashions from the old "union suit." Football: Army defeats Columbia; USC edges out California.

IN ALL FIVE:

New York: President Eisenhower at Republican rally.

IN ADDITION TO THE ABOVE:

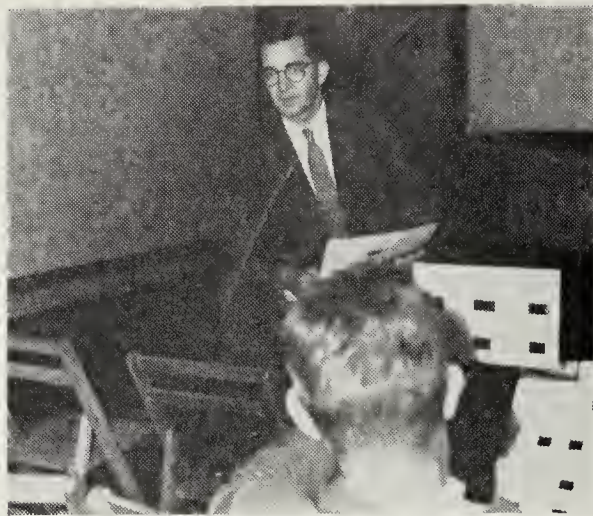
MOVIE TONE NEWS (Vol. 37, No. 87) France: Sovereignty for Germany mapped by four nations in Paris. Elgin Air Force Base, Fla.: Air Force shows firepower. England: Egyptian beauty wins "Miss World" title in London. England: White City Stadium track meet. Australia: Turf greats retire.

NEWS OF THE DAY (Vol. XXVI, No. 217) Korea: GI treat for orphans. Eglin Air Force Base, Fla.: Air force shows firepower. Hawaii: 25th Division welcomed. England: Egyptian beauty wins "Miss World" title in London. Germany: Ring thriller in Berlin.

PARAMOUNT NEWS (No. 20) Korea: GI treat for orphans. England: White City Stadium track meet. Germany: Heavyweights battle at Frankfurt.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 615) Eglin Air Force Base, Fla.: Air Force shows firepower. Charleston, S. C.: Destroyers loaned to Japan. Korea: GI treat for orphans. England: Egyptian beauty wins "Miss World" title in London. New York City: Modes from Paris.

WARNER PATHE NEWS (Vol. 26, No. 22) France: Sovereignty for Germany mapped by four nations in Paris. Eglin Air Force Base, Fla.: Air Force shows firepower. Korea: GI treat for orphans. England: Egyptian beauty wins "Miss World" title in London. Football: 49'ers defeat Bears in pro football.



James L. Wolcott, executive vice-president, Pathe Laboratories, recently described the latest color film processing techniques to the industry trade press at Pathe's "color clinic" in New York. The cards carried samples of various color films. Pathe officials showed newsmen through the laboratory and demonstrated new color ideas.

### Jersey Houses Sue Distribs

NEW YORK—Anti-trust actions filed last week by two New Jersey theatre companies seek damages totaling almost \$5,000,000. In one of the Federal District Court actions, Golden Lane Theatre Corporation, operating the Temple, Union City, seeks \$3,750,000, charging that distributors discriminated in favor of Loew's, Stanley Warner, and RKO Theatres on runs and clearances.

The second action involves the Court, Sommerville, formerly operated by Sompru Theatre Company and now leased to Brookpru Theatre Company. Unreasonable clearance in favor of other theatres is charged and the suit seeks \$639,000 for Sompru and \$592,000 for Brookpru.

### Union Picketing Allowed

NEW YORK—Queens Supreme Court Judge Stoddard last week at a hearing set aside a temporary injunction restraining Local 306 projectionists from picketing the Fair, Queens, and indicated he would deny the theatre's application to have the injunction made permanent.

The local contended the injunction had been granted without a hearing and stated it regarded Judge Stoddard's ruling as precedential.

The picketing of the theatre began again, with union officials stating the dispute arose when the theatre, which formerly employed projection members, changed to non-members of the local.



Seen at Allied Theatre Owners' recent silver anniversary convention in Milwaukee at the MGM reception booth were, left to right, Ben Marcus, National Allied president; Mike Simons, MGM public relations; and Sig Goldberg, president, Wisconsin Allied, all convention speakers.

### The International Scene

(Continued from page 10)

Gus Ryder was heard at the annual luncheon of the Toronto Motion Picture Softball League. Ryder was coach-trainer of Marilyn Bell, the teen-age girl who swam Lake Ontario. James Sturgess, president, Toronto Motion Picture Projectionists Union, thanked Ryder, who was presented with a check for his work with crippled children. The J. J. Fitzgibbons, Jr., trophy to the winning team, that headed by Harry Imperial, was presented by Bob Eves, western division general manager for Famous Players. The leading batter trophy, donated by Theatre Confections, Ltd., went to Jerry Stone, Warners, while Russ Moffat, Famous Players, won the most valuable player trophy.

CINE CHATTER: Arthur Mayer will be speaker at the annual luncheon of the Motion Picture Theatres Association of Ontario on November 25. . . . New member joining the association is the Roxy, Carleton Place, Ont. . . . Murray Briskin has been named assistant to president Maxwell Cummings, Associated Screen News, Ltd. . . . Cecil Black has resigned as sales manager of Sovereign Film Distributors, Ltd. . . . "Operation Manhunt" had its world premiere at the Princess, Montreal. . . . National sales meeting of Canada's 20th-Fox division was held in Toronto with addresses by William C. Gehring and Arthur Silverstone. . . . Walter Herbert, Ottawa, again heads the management committee for the Canadian Film Awards. . . . Clyde Gilmour, motion picture critic, has resigned from The Vancouver Sun. He will continue in that capacity with the CBC and Maclean's Magazine, as well as emcee of the NFB's weekly TV program, Window On Canada. . . . Louis Rosenfeld, head, Columbia Pictures of Canada, was bereaved by the death of his wife, Blanche. She also left a daughter, Mrs. John Mirsky, Ottawa, and a son, Gurston, who is associated with his father. . . . Empire-Universal Films, Ltd., has taken on distribution in Canada of three Disney features, "The Vanishing Prairie," "The Little Outlaw," and "20,000 Leagues Under The Sea." . . . In addition to the name act presented each week at the Casino, Toronto, Fred Fink, who operates the Gay and Astor, Toronto, also has amateur vaude at those two houses as a Saturday night feature. . . . A gift of appreciation was made to Mary Daze on the stage of the O'Brien, Arnprior. She has been cashier there for the past 36 years. . . . "The Caine Mutiny" in its third week at the Nortown and Shea's, Toronto, is given a boost by the stage presentation of the book at the Royal Alexandria.

—HARRY ALLEN, JR.

### England

In London, Cinematograph Exhibitors Association formally ratified the new Eady levy scale averting government imposition of a statutory rather than a voluntary levy. CEA officials approached J. Arthur Rank, whose theatres resigned from the organization several months ago in protest against the manner in which Eady negotiations were conducted, but Rank reportedly made it clear he had no intention of rejoining.



THINK OF THE *Good* YOU CAN DO  
WITH *One* HOUR'S PAY



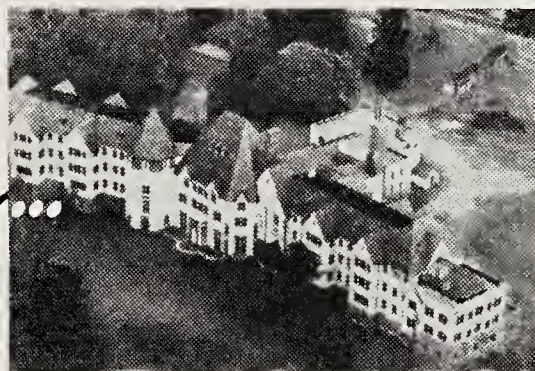
If you could help save a life by working one hour, you'd do it, wouldn't you? That's what you, and all other Industry Employees are asked to do in the Annual Christmas Salute—to give at least one hour's pay each year to your Will Rogers Memorial Hospital.

By doing this you help provide a haven of healing; of TB care and Research, for your friends, for your family, and for yourself.

**Give to the Christmas Salute—NOW!**

*Something to be Grateful for...*

At this Thanksgiving Season, let us be grateful that there IS a Will Rogers Hospital — that WE own it — where we can conduct TB Research, and where we can heal tuberculosis at NO CHARGE TO PATIENTS



*Your Hospital*

Located at Saranac Lake, N. Y., your Will Rogers Memorial Hospital has maintained an average rate of TB healing of 90%-plus of all its cases. More than twelve hundred cures have been attained. It's Insurance for you — and Assurance for all in the

**AMUSEMENT INDUSTRY**

*Christmas* **SALUTE** *to Patients*

*Variety Clubs*

**WILL ROGERS MEMORIAL HOSPITAL**

*Saranac Lake*

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y.



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*



A joint promotional campaign on U-I's "Sign Of The Pagan" was recently worked out by the film company and Dial Press. Seen finalizing the book tieup in New York City are, seated, Charles J. Feldman, vice-president and general sales manager, U-I; standing, Jim Silberman, left, promotional director, Dial Press; and Ray Moon, who is the assistant general sales manager.

## Dance Is Launched To Plug "Americano"

NEW YORK—Arthur Murray Studios throughout the country will introduce a new dance, The Americano, created by Murray, in conjunction with local playdates of the RKO production, "The Americano," it was revealed last week. The dance was inspired by one performed by Abbe Lane in the Technicolor South American adventure.

Every licensed Arthur Murray Studio is receiving detailed instructions on how to teach the new dance, with information concerning cooperation with local exhibitors playing the RKO picture. In addition, the studios will receive press-book promotion material, as well as photographs of scenes from the film and its stars, Glenn Ford, Ursula Thiess, Frank Lovejoy, and Cesar Romero.

A series of promotion ideas to create interest in learning the new dance as well as in the picture have been planned for the joint use of local theatre and local dance studio by RKO's exploitation department. These include mailing campaigns involving a variety of contests with free dance lessons as prizes, dance contests, demonstrations at schools and social organizations, and lucky number dances in night clubs and dance halls.

In communities without an Arthur Murray Studio, exhibitors can arrange similar exploitation campaigns with any local dance school.



Al Plough, manager, SW Stanton, Philadelphia, recently used the above ad to attract attention to a "Hallowe'en Horror Marathon" at his theatre. The ad might well be adapted, with few changes, for any special occasion "horror show."

## "20,000 Leagues" Manual Being Offered To Exhibs

NEW YORK—Buena Vista Film Distribution Company, Inc., releasing Walt Disney's "20,000 Leagues Under The Sea," last fortnight issued a comprehensive campaign manual which indicates the wide interest and acceptance the film has already received.

It is stated that from now until the release of the picture there will be many additional promotions developed and that exhibitors will be informed of these as soon as possible, so they may take advantage of them.

## Editors Get "Conqueror" Stills

NEW YORK—To emphasize the magnitude of "The Conqueror," a series of 16-by-20-inch photographs, twice the size of ordinary stills, of the CinemaScope-Color production is being sent to editors of leading daily newspapers, accompanied by a personal letter from Perry Lieber, RKO's national director of publicity and exploitation. The first photo showing stars John Wayne and Susan Hayward on horseback against a background of fiercely fighting Tartars and Mongols has been mailed to the editors.



Photos of MGM stars on the Storecaster music-lantern are seen in a Dilbert Brothers supermarket in Astoria, L. I. The lanterns are pink and charcoal gray. The lantern acts as a source of Storecast System music, as well as a marker.



Standing Bull recently backed UA's "Sitting Bull" in Denver. A steer, a bannered truck, and a ballyhoo were the ingredients used by manager Joe Achuleta, Paramount, in a weight guessing contest that rolled through the city to herald the film. The entrant who came up with the closest estimate of bull's weight won half a side of beef. Others received passes for the film.

## "Run-Down" Theatre Gets Lease On Life

RIVERSIDE, R. I.—This diminutive village, actually a part of the town of East Providence, has a total population of less than 3,000; yet it has a motion-picture theatre that is operated on the plane of a first-run house in a metropolitan area. To Joseph Jarvis, owner and manager, goes the credit for having foresight and exploitative vision that transformed the once-shabby and backward Lyric into a modern, well-designed and appointed theatre.

Just one year ago, Jarvis, formerly associated with Bomes Theatres, took over the run-down Riverside house, completely remodelled, redecorated and refurnished it. Renaming it the Gilbert Stuart, in honor of the Rhode Island painter noted for his portraits of George Washington, Jarvis fulfilled a dream to give local residents a modern entertainment center.

Celebrating the first anniversary of the Gilbert Stuart, Jarvis presented an extensive and well-planned series of promotions. Orchids, gift-boxed and flown by air-express from the Hawaiian Islands, were presented every feminine patron during the week-long anniversary celebration. Daily drawings saw tickets to Cinerama, playing in Boston, awarded to lucky patrons. Well-filled grocery baskets were given away at every performance, and working out a special deal with the Jordan-Marsh store in Boston, Jarvis awarded round-trip tickets to the Hub city, together with valuable merchandise certificates. Other features included free distribution of candy and other confections to patrons. Near capacity attendance justified Jarvis' labors. Next on the agenda is the area's first CinemaScope installation; and other modern features.

## DEAL DIRECT AND SAVE

on Quality Theatre Equipment  
Factory-to-you Values on the BEST for Drive-Ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE  
**First American products, inc.**  
1717 Wyandotte St., Kansas City 8, Mo.



## NEWS OF THE

## Territory

BRANCHES  
Atlanta

November is the date for the annual election meeting for the Variety Club.

The remaining walls of the old Atlanta, which workers began demolishing several weeks, won't go down without a legal fight. The destruction of the old Atlanta showplace was stopped by a temporary injunction signed in Fulton Superior Court by Judge George P. Whitman, Jr. The petition asking for the injunction was brought by J. Nelson Jones, owner, Houston Garage, next to the old theatre.

WOMPI is making plans for the annual Christmas party. New members are Ruth Carter, Brookhaven, Brookhaven, Ga., and Harriet Duval, ABC Theatrical Enterprise.

Congratulations go to Doris Evans on the birth of a daughter. . . . Juanita Cardin, United Artists, left to join her husband in Fort Knox, Ky., on an indefinite leave of absence.

Mrs. Laura Kenny, UA is proud of the WOMPI trophy won for the best publicity scrapbook. Thanks go to Grace Wooley and Marie Pinkston, with Messrs. Benson and Barnett at the Fox.

The Augusta Drive-In Theatres, Augusta, Ga., has taken over the two drive-ins; the Augusta, formerly owned by Dixie Drive-In Company, Atlanta; the Cloverleaf, from the Cloverleaf Company; and the Hilltop, from the Hilltop Theatre Company.

Bob Langley, sales representative, National Screen Service, was in the hospital in Birmingham, Ala. . . . Harvey Rudisill, manager, Kay, had a heart attack. . . . Marshall Maddox is the new owner, Jasper, Jasper, Ga. . . . J. A. Nations is the new owner, Senoia, Senoia, Ga., from former owner Marshall Maddox.

On the Row visiting and booking were Bill Griffin, Culman, Ala.; Walter Morris, Knoxville, Tenn.; R. E. Ziebell, Swan, Norcross, Ga.; William Greene, Glenn, Decatur, Ga.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga., and Jay Solomon, Independent Theatres, Chattanooga, Tenn.

William B. Pratt, formerly an Atlanta manager and now of Tacoma, Wash., was killed in an automobile accident near Yakima, Wash.

B. D. Benton, president, Benton Film Express, was injured in a parade when a horse fell on him and broke his hip. He was a member of the horse patrol of the Shriners.

To obtain the maximum newspaper publicity for Robert C. Ruark's "Africa Adventure," Spence Steinhurst, RKO field man in the Atlanta area, sent

letters to the editors of all newspapers in his territory which carry Ruark's syndicated column. Steinhurst suggested a variety of approaches which would mutually benefit the paper and the local theatre playing the RKO feature.

President William Richardson, Astor, is back after a spell of illness. . . . Mrs. Vera Haygood, MGM, is back after a stay at the hospital.

The owner of the Rose, Hartford, Ala., A. C. Saunders, installed CinemaScope. . . . The former Gem, Newton, N. C., has been sold by G. Otto Hartsoe to Ed Haupt.

Rudy Rudisill, office manager, Kay, was still in the hospital. . . . Dave Prince, southern district manager, RKO, was at home improving from an heart attack.

The Lyric, Waycross, Ga., is being renovated.

Partners Fred and Robert Rainey, owners, Hatfield Drive-In, Athens, Ala., installed CinemaScope.

The new owners of the Charlotte Drive-In, Punta Gorda, Fla., are John B. Browning and Harold Reason. . . . The regular monthly meeting of WOMPI was held at the Variety Club. Nell Allen, president, presided.

Vernon Hunter, retiring city manager in Orlando, Fla., for Florida State Theatres, was honored at a surprise midnight banquet in the Pine Hill Country Club attended by 170 industryites.

As a contribution to "National Kids Day," sponsored by the Kiwanians, the manager of the Carib and Park, Clearwater, Fla., admitted all children free that day.

Mr. and Mrs. David Shapiro, owners, Capital, Homerville, Ga., returned there after a vacation. . . . Whitney Lindsey, manager, Florida State Theatres, Lakeland, Fla., since 1951, resigned. Tom Sawyer replaced.

Olin Atkins, owner, Moonlite Drive-In, Evergreen, Ala., celebrated the completion of a remodeling program. Jack Rudd is manager. . . . Stein Theatres opened the new drive-in at Adel, Ga. Ben S. Rivers is manager.

John Hoge, manager, LaBelle, LaBelle, Fla., is redecorating the theatre. The exterior will be replastered and painted and brick planter boxes built on either side of the entrance. The ticket box is to be remodeled and the lobby redecorated. New Simplex equipment will be installed.

Jimmy Gaylord, owner, Starlight Drive-In, Troy, Ala., is the new owner of the Crenshaw Drive-In, Leverage, Ala. . . . Bill Fincher is the new owner, Bay Mountain Drive-In, Kingsport, Tenn. Rook Booking Service will handle the buying and booking.

The Family Drive-In, Harriman, Tenn., will close for the season. . . . The Roan Drive-In, Harriman, Tenn., is installing CinemaScope. . . . A party was held by United Artists at the home of sales representative Bob Tarwater. The UA

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club had a birthday party for Laura Kenny and Lois McMiller at the Variety Club.

Eddie Brauer, branch manager, Republic, reported that Sid Reams was now at home following a heart attack and would be glad to get cards from his many friends. The address is 22 Park Lane, N. E. Atlanta.

Harold Laird, branch manager, Republic, Tampa, Fla., has returned there after a visit. . . . Two more drive-ins in Florida have been equipped with wide-screen CinemaScope, the View, Panama City, owned by Martin Theatres, and the Tropicair, Carol Gables, owned by D. K. McComas.

All profits from a one day operation at the Dixie, Lake Helen, Fla., went to the American Legion building fund.

## Charlotte

Hurricane Hazel was the greatest calamity ever suffered by drive-ins in the Carolinas. Destroyed or badly damaged were the Viz-Twilight Drive-In, Bladanboro, N. C.; Raleigh Road Drive-In, Fayetteville, N. C.; Jet Drive-In, Fayetteville, N. C.; Moonlite Drive-In, Steadman, N. C.; Airport Drive-In, Clinton, N. C.; Kitty Fork Drive-In, Clinton; Tower Drive-In, Clinton; Hula Drive-In, Wallace, N. C.; Earl Drive-In, Kingstree, S. C.; Castle Hayne Drive-In, Castle-Hayne, N. C.; Swamp Fox Drive-In, Marion, S. C.; Sky Top Drive-In, Roseboro, N. C.; Circle Drive-In, Pembroke, N. C.; Crescent Beach Drive-In, Crescent Beach, S. C.; Ocean Drive-In, Ocean Drive, S. C.; Flamingo Drive-In, Myrtle Beach, S. C.; Starlite Drive-In, Laurel-Hill, N. C.; Kinkles Drive-In, Finklea, S. C.; Beach Drive-In, Southport, N. C.; Conway Drive-In, Conway, S. C.; Sundown Drive-In, Greensboro, N. C.; Choco Drive-In, Chocowinity, N. C.; Pungo Drive-In, Pantego, N. C.; Norlina Drive-In, Norlina, N. C.; New River Drive-In, Jacksonville, N. C.; Twilight Drive-In, Beulaville, N. C.; Skyvue Drive-In, Rocky Mount, N. C.; Model Drive-In, Goldsboro, N. C.; Starlite Drive-In, Roanoke Rapids, N. C.; Gaston, Drive-In, Roanoke Rapids, N. C.; Cedar Point Drive-In, Swansboro, N. C.; Camparama Drive-In, Jacksonville, N. C.; Marine Drive-In, Jacksonville, N. C.; Center Drive-In, Clayton, N. C.; Sunset Drive-In, Farmville, N. C.; Nu Pont Drive-In, Kinston, N. C.; Dublin Drive-In, Dublin, N. C.; Clear Vue Drive-In, Mount Olive, N. C.; Smithfield Selma Drive-In, Smithfield, N. C.; Park View Drive-In, Washington, N. C.; Dixie Drive-In, Ayden, N. C.; 501 Drive-In, Canway, S. C.; 301 Drive-In, Dillon, S. C.; 211 Drive-In, Tabor City, N. C.; Mullins Drive-In, Mullins, S. C.; Job Drive-In, St. Paul, N. C.; No. 41 Drive-In, Fairmont, N. C.; Laur-Max Drive-In, Laurinburg, N. C.; Starlite Drive-In, Jacksonville, N. C.; Starlite Drive-In, New Bern, N. C.; Motor Park, Pink Hill, N. C.; Bonds Drive-In, Bennettsville, S. C.; Car View Drive-In, Louisburg, N. C.; White Drive-In, Nashville, N. C.; Skyline Drive-In, Oxford, N. C.; Fifth Street Drive-In, Roanoke Rapids, N. C.; 301 Drive-In, Rocky Mount, N. C.; White

Drive-In, Wendell, N. C.; Sunset Drive-In, Hobgood, N. C.; Pine Tops Drive-In, Pine Tops, N. C.; Twilite Drive-In, Williamston, N. C.; Cotton Bowl Drive-In, Dunn, N. C.; Starview Drive-In, Benson, N. C.; South 1 Drive-In, Cary, N. C.; Centerview Drive-In, Dunn, N. C.; Cairo Drive-In, Fuqua Springs, N. C.; Family Drive-In, Kenly, N. C.; and Cruise-In Lillington, N. C. Theatres damaged or destroyed were the Viz-Wave, Carolina Beach, N. C.; Capital, Kenansville, N. C.; Ocean Drive, Ocean Drive, S. C.; and Breeden, Bennettsville, S. C. At least 50 percent of the drive-ins were equipped with wide-screens and CinemaScope. This is the second time this year the Gaston Drive-In, Roanoke Rapids, N. C., was completely blown down, first by Edna and now by Hazel. This is the third catastrophe to hit the Wallace Drive-In, Wallace, N. C., first by Edna, then fire, and now Hazel. A. B. Williamson owner, Sunset Drive-In, Boardman, N. C., says a thick wooded swamp near his drive-in is what saved his from going down. He says he was lucky as his was in the main path of Hazel. Cliff Allgood, Norlina Drive-In, Norlina, N. C., had a lucky break when Hazel hit. At 12 o'clock, he went by the insurance office to check on his policy to see if it was time to renew. He learned that his policy had expired in September and immediately he took out a new one on his screen only. The policy went into effect and at 3 p.m. the hurricane hit his drive-in and the screen was blown

Don Whisenhunt, manager of a drive-in in Waynesville, N. C., is the proud papa of a nine-pound-two-ounce baby girl born on Oct. 20. He was playing "I Want A Baby."

Mrs. Hugh McDonald, Consolidated Theatres, Inc., and husband vacationed in Florida. . . . Mrs. Clyde Brooks and husband spent several days in New York attending the wedding of a friend. . . . Willard Groom, manager, Wake, Raleigh, N. C.; and Paul Bryant, manager, Midway Drive-In, Thomasville, N. C., were in.

Mr. and Mrs. Wages, New Ellington, New Ellington, S. C., were in discussing business with Harris Theatre Sales.

Seen were Mrs. E. M. Mobley, Towne, Edgefield, S. C.; Lyle Wilson, Peoples, Roanoke Rapids, N. C.; Bob Wilbern, Sunset Drive-In, Buffalo, S. C.; O. K. Hogan, St. Paul, St. Paul, N. C.; B. B. Martin, Boulevard, Leaksville, N. C.; Pete Zouras, Village, Greenwood, S. C.; George Whitley, Laur-Max Drive-In, Laurinburg, N. C.; Gilbert Faw, Badin Road Drive-In, Albemarle, N. C.; R. G. Stinnett, Bessemer City-Kings Mountain Drive-In, Kings Mountain, N. C.; W. G. Fussell, Wonet, Bladenboro, N. C.; Frank Burton, Town, Burlington, N. C.; F. B. Grigg, Diane 29 Drive-In, Gastonia, N. C.; J. K. Whitley, Gem, Kannapolis, N. C.; and E. B. Hill, Bright Leaf Drive-In, Kinston, N. C.

George Murphy, MGM star and goodwill ambassador, is scheduled to speak on Nov. 15 at the annual convention of the Theatre Owners of North and South Carolina at the Hotel Charlotte.

Jack ReVile, MGM branch manager, sent telegraphic offers of assistance to more than 100 accounts in North and South Carolina following partial restoration of communication lines into storm areas where many conventional houses were flooded and drive-in screens blown down by Hurricane Hazel.

## Jacksonville

Hal Stanton, who manages the Edgewood, the city's only indoor suburban CinemaScope theatre, spoke before the non-industry Motion Picture Council on the subject of new trends and developments in the screening and filming of motion pictures.

CinemaScope will be shown for the first time on Armistice Day at Carl Carter's Air Base Drive-In on the Westside. . . . Thomas P. Tidwell, 20th-Fox branch manager, invited a large number of exhibitors to a morning screening of "Black Widow" at the Florida.

State exhibitors calling at booking offices were Cecil Cohen, Murray Hill and Dixie; Milton C. Moore, Lake Shore; E. Wulfekuhler, Dixie Drive-In, DeLand; William Lee, Community Drive-In, Keystone; E. C. Kaniaris, Beach Drive-In, St. Augustine; J. R. Partlow, Kuhl Avenue Drive-In, Orlando; Harry Gordon, Carver, Orlando; Hugh Martin, president, MGM Theatres, Leesburg; Harry Dale, Lake, Lake Butler; L. C. Sipe, Gainesville Drive-In, Gainesville; and E. J. Chalhub, Carefree Center, West Palm Beach.

Joe Deitch, home office executive, Florida State Theatres, was showing Florida's sights to his sister, Mrs. Helen Brenan, a visitor from California. . . . John Thomas, manager, Imperial, vacationed in Alabama. . . . Mrs. Lillian Parker, manager, Brentwood, was expected back from a Caribbean cruise. . . . FST real estate manager, Ken Barrett, and Mrs. Barrett returned from Tennessee.

Louis J. Finske and LaMar Sarra, FST vice-presidents, and Pete Hillman, FST booker, returned from business trips. . . . Robert Heekin, FST district supervisor, came back after recovering from an operation. . . . Another returnee after hospitalization was Carroll Ogburn, Warner branch manager.

The branch office staff of U-I attended a Hallowe'en party at the home of cashier Jane MacDonald. . . . Killed in an automobile crash near St. Augustine, Fla., was Austin Moon, MPA salesman who lived at Gainesville, Fla. Burial services were held at Tampa, Fla. Moon spent many years as a Florida exhibitor. . . . Another death was that of Mrs. Mary E. Longdon, 87, mother of Phil Longdon, 20th-Fox salesman for the east coast.

George Krevo, manager, Palace, reported that his boxoffice telephone was swamped with calls as a result of an exploitation stunt. Palace aides gave wide distribution downtown to mimeographed cards which stated in longhand: "Would you get in touch with Detective Kelvany, call 6-1124." Persons who called



the theatre received free passes to see "Rouge Cop." . . . Bob Greenleaf, Bob Skaggs' new assistant at the Florida, is a transfer from the Daytona, Daytona Beach, Fla.

A scholarship fund of the Bethune-Cookman College's alumni association profited from a benefit show at the Negro - patronage Strand under the sponsorship of Arv Rothchild, general manager, NTE Circuit.

L. D. Netter, Sr., president, Florida State Theatres, announced the promotion of Howard Pettengill, home office executive, to the position of advertising and publicity manager, with offices in the Olympia building, Miami, Fla. For the past 10 years, Pettengill has been stationed here. He has transferred his headquarters to Miami due to new operational and merchandising policies of the company.

George Murphy, MGM star and goodwill ambassador, is scheduled to speak on Nov. 22 at the annual convention of the Florida Theatre Owners at the Roosevelt Hotel.

E. D. Ramos, retired restaurant and theatre operator, died.

## Memphis

Scott Lett, sales manager, Howco Productions, Inc., announced the opening of the Howco Exchange of Tennessee, Inc., with offices in the Flexer Building. W. C. Kroeger has been named manager, and the exchange will handle releases from Howco, Filmmakers, and Samuel Goldwyn reissues.

## New Orleans

H. Prophit will close the Star Drive-In, Tallulah, La., for the winter. . . . The Gulf, Pensacola, Fla., is temporarily closed for remodeling. . . . The Hub Drive-In, Monroeville, La., closed.

Ralph Martin closed the Pines Drive-In, Homer, La.

Mrs. Connie Aufdemorte, presiding over her first meeting since her election as president, WOMPI, named the following chairmen — Ruth Toubman, Southeastern, program; Mrs. Anna Oliphant, Richards Center, by-laws; Pat Wagner, Theatres Service, membership; Helen Bila, Paramount-Gulf, social; Amanda Gaudet, NSS, ways and means; Mrs. Mary Morris, Paramount, service; Mrs. Della Favre, Paramount-Gulf, finance; Mrs. Claire A. Tremere, UA, publicity; Mildred Long, Paramount, door; Nathalie Odom, MGM, greeter; Jane McDonnell, Paramount, flowers; Shirley Folse, UA, and Jean Davis, UA, door prizes, Agnes Garcia, Paramount, bulletin editor, Rolande Guma, MPA, scrap book; and Mrs. Loraine Cass, Paramount, national convention, who chose Mrs. Lillian Sherick, MPA, as her assistant. WOMPI delegates will convene on Sept. 30-Oct. 2, for their second national meet. A rummage sale and a dance are slated. Plans are also being formulated for the distribution of the Christmas seal trailer under WOMPI sponsorship. The newly appointed service committee

started the ball rolling by lending a hand to two of the girls in the industry. One who has been ill for a long time was given a check for \$25, and another also presented with a check for \$25 is expecting a blessed event. Her family income is at low ebb. The later was also showered with infants' apparel by individual members of WOMPI.

Warner district manager W. O. Williamson, Jr., visited with branch manager Lucas Conner and personnel. . . . The Cinema Kenner, Kenner, La., destroyed by fire in January, is being rebuilt. The new 1000 seater showcase will be equipped with RCA's newest projection and sound wide-screen furnished by Southeastern. CinemaKenner, Inc., headed by Henry Raziano, who is also interested in lumber and other building material business in Kenner, also has a drive-in under construction. This, too, will be equipped with RCA projection and sound, according to manager William Murphy, Jr., manager, Southeastern.

Yvette Madden, NTS, is back from a vacation. . . . Hodges Theatre Supply Co., distributor of Motiograph equipment, furnished the projectors, sound, and screen in R. J. Broussards new 1000 seat Chief, which had a grand opening in Crowley, La. William Hodges, head, equipment establishment, said "that even the crying room is wired for sound." . . . C. J. "Jimmy" Briant, manager, MGM, was in Greenville, Miss., on business.

MGM manager Louis Ingram, Memphis, was here to confer with Paramount-Gulf buyer-booker J. T. Howell. . . . Mr. and Mrs. Babe Cohen, Lippert, are back after a week's trek in Florida introducing Roy Nicaud, the newly appointed manager of Howco in Atlanta.

The Kenneth Hirstius are jubilant over the arrival of a baby girl. Pops is assistant shipper at RKO. . . . Tom Neely, manager, NTS, reports sales of Walker wide-screens and CinemaScope equipment to C. T. Wither's East End, Baton Rouge, La.; L. R. McIntosh's Melroy, Taylorsville, Miss., and Regina, Mize, Miss.; B. V. Sheffield's Sheff, Poplarville, Miss.; W. M. Hick's Star, Leaksville, Miss.; Gordon Ogden's Ogden and Gordon, Baton Rouge, La.; Adeline Savoies's Liz, Paicourville, La., and W. C. Pringle's Pringle, Glenmora, La. In addition, it equipped these drive-ins for CinemaScope presentations, Woolner Brothers' Drive-In Movies; William Porter's in Vicksburg, Miss.; and Prat and Aucoin's Colonial, Thibodaux, La. Other sales and installations of Walker screens and CinemaScope equipment were in the latter's indoor theatres in Vacherie, La.; the Gayle, Raceland, La.; and the Fun, Lockport, La.

Mrs. A. J. Hartman, Paramount-Gulf, was on a pleasure leave. . . . In buying and booking were Mrs. Claude Darce, Morgan City, La.; Mrs. O. J. Barre, Barre Theatres, Luling, La.; Little Miss Molzon, Labadieville, La.; Mrs. William Smith, Smith, Picayune, Miss.; Mrs. Bertha Foster, Violet-Port Sulphur, La.; and Alice Catalanotta, manager-booker, Fox.

Saxon brothers' Lucky, Meadville, Miss., was equipped with wide-screen and optical type lens and stereophonic sound by Hodges Theatre Supply. . . . Mrs. and Mrs. Roland Hoffman are vacationing. Hoffman is office manager at Dixie Theatres. . . . Thanks, Rene Brunet, for the three-year renewal to MOTION PICTURE EXHIBITOR.

Exhibitors booking and visiting were Phillip and Jack Salles, Covington, La.; Bill Lighter, Beach Hurst, Pass Christian, Miss., operating Berwick and Patterson, La., theatres; Frank Lais, Lakeview; Preacher Crossley and Robert DeGruuy, Laurel, Miss.; L. J. Dupepe, Aereon, and Stanley Taylor, Liberty-Gloster-Crosby, Miss.

J. E. Adams will again handle the buying and booking for the East Forest Drive-In, Petal, Miss., which he operates in partnership with Herbert Rushton.

Paul Shalcross, southern field representative, American Desk Manufacturing Company, is supplying the seating in Tom Barrow's new Palm, Fort Walton, Fla., and the new Kenner Cinema, Kenner, La.

Lefty Cheramie was here from Golden Meadows, La., to buy and book, as were Frank DeGrauw, Abbeville, La., and Dick Guidry, Star, Galliano, La.

Thanks, L. J. D'Antoni, for the subscription to MOTION PICTURE EXHIBITOR. D'Antoni was formerly manager, Park, Houma, La., but recently the family entered the grocery business at 700 Mandeville Street which the missus will operate.

Luke Fontana, Arcade, Slidell, was in to check playdates with buyer-booker J. C. Broggi. . . . Valarie Benson vacated her post as secretary at Southern Theatre Service and has taken over a stenographic post at Tulane University.

Was our face red when Phillip Corte, operating the Garden, said he visits Film Row weekly, not brother Samuel. Corte added that he had the Garden equipped for CinemaScope, NTS supplying the equipment and Hodges the stereo screen. . . . Paramount Gulf's president, Gaston Dureau, Jr., was in Memphis on business.

Rebel's "Naughty New Orleans," pulling big grosses in drive-ins everywhere, opened its initial showing over Interstate time.

The Gallo, catering to all-negro patronage, is undergoing extensive exterior front remodeling. Benson and Rheil, New Orleans architects, are handling the job, said Louis Gallo, president, Gallo Theatre, Inc.

It was a happy birthday for Abe Berenson, marking his 45th.

William Murphy, Jr., manager, Southeastern, reported complete RCA CinemaScope installations in A. R. Caruth's 51 Drive-In, Brookhaven, Miss., and R. S. Stalling's new Pines Drive-In, Pineville, La.; stereophonic sound, projectors and wide-screen in the new Kenner Cinema; sound and projectors



in the new Kenner Drive-In; Billy Fox Johnson's, Fox Drive-In, Alexandria, La., and the Fox Drive-In, Marshall, Tex.; Roy Navarre's Melody Drive-In, Oakdale, La.; Tom Barrow's new Palm, now under construction in Fort Walton Beach, Fla.; W. J. Ilsley's Rebel, Columbia, Miss.; and J. S. Wingate's Gay Lee Drive-In, DeQuincy, La.

Joseph Barcelona, Regina and Tivoli, Baton Rouge, La., was in buying and booking. Also here from the capitol city was Chrales Beazelle, manager, Gordon Ogden's Theatres.

Morgan City, La., exhibitors seen around were Mrs. Claude Darce, New Opera House, accompanied by their son and daughter-in-law, and Mickey Versen, C-Wall.

Clara Cote, Paramount-Gulf receptionist, has been ordered by her doctor to remain at ease for awhile. . . . Dorothy Coliva, secretary to Ferrara and Quigley, owners, Film Row Garage, sprung a surprise by returning from her vacation as Mrs. William Paul Meadom.

The report on the installation of CinemaScope equipment in the Pines, Pineville, La., was incorrect. It was Southeastern which handled the sale and installation. However, NTS furnished the associate in Texarkana theatres.

Nat Levy, RKO division manager, was here on a visit with branch manager Roger Lamantia and staff. . . . Visitors at Joy's Theatres headquarters were Alec Rosenthal, Alexandria, La.; Mr. and Mrs. G. H. Mercer, Sunset Drive-In and Grove, Shreveport, La.; and L. D. Powers and Frank Mullins, Joy N. Houck's associate in Texarkana theatres.

## Florida Miami

Maurey L. Ashmann, sign company executive, was elected new chief barker, Tent 33, Variety Club of Greater Miami, at a meeting in the Biscayne Terrace Hotel. Others elected were Hal Kopplin and Stanley Berenson, assistant chief barkers; Stanley Stern, property master, and S. K. Bronstein, dough guy. Crew members are Jesse Weiss, Henry Neyle, John M. Shepherd, Lee Ruwitch, Sid White, and Tom Jefferson. . . . Mrs. Tracy Hare, immediate past chairman, Variety Club women's committee, chairmanned the annual hat and brunch show which the committee gave for the benefit of the Variety Children's Hospital. The committee raised \$23,000 for the hospital during 1953. . . . Florida State Theatres had signs in the Food Fair grocery stores plugging "Woman's World." . . . Alice Brown, Wometco credit union clerk, attended the credit union convention in Jacksonville, Fla. Her son recently returned from service in Korea. . . . Marvin Pehr, Wometco accounting department, joined the paratroopers. . . . Owner Milton Frackman, Sunset, Fort Lauderdale, Fla., announced a new art policy. As a further experiment in giving the area a taste of live shows, a newly organized stock company will present one-act plays between film showings. The Sunset has also inaugurated weekly



A general discussion of company sales policy and the formulation of distribution plans for CinemaScope and standard releases during the balance of the year headed the agenda of a two-day 20th-Fox southern sales division meeting convening in Miami, Fla., recently. Seen above are, left to right, Harry Balance, southern division manager; Arthur Silverstone, assistant general sales manager; and W. C. Gehring, executive assistant general sales manager.

kiddie matinees. To celebrate the new policy, the first 100 children were admitted free and all children given candy. The lobby has been newly decorated and air-conditioning is to be installed.

Tom Rayfield, manager, Carib, Miami Beach, Fla., was able to locate a Persian dancing girl, familiar with all the native dances, to ballyhoo "The Adventures of Hajji Baba." Rayfield had the girl, in specially-made costume, aboard a trailer doing the native Persian dances, accompanied by a man dressed as Hajji Baba and playing the theme music from the picture on a horn. The girl also made television appearances, plugging the picture at the Carib, Miami, and Miracle, Coral Gables, Fla. At the Miami, Carl Jamroga had a small Persian carpet in the outer lobby and invited passers-by to free passes if they happened to be present when the "magic carpet" took off into the air.

Joe Hegeman, New Orleans public relations man, working under John C. Flinn, Allied Artists' advertising and publicity head, arrived to set up the opening of "The Human Jungle," Miami, Miracle, and Carib.



Tom Rayfield, manager, Carib, Miami Beach, Fla., is shown with "Persian" dancing girl who performed "native" dances aboard the above trailer recently as street bally for 20th-Fox's "Adventures Of Hajji Baba."

A two-day meeting of 20th-Fox executives, branch managers, office managers, salesmen, and bookers for the southern division was held at the Roney Plaza Hotel, Miami Beach. The company's CinemaScope sales policies formed the principal topic of discussion. Among those attending the gathering were W. C. Gehring, New York, and his assistant, Arthur Silverstone; H. G. Ballance, Atlanta, southern sales manager, and his assistant, Paul Wilson; Jimmy Gillespie, southern exploitation manager from Atlanta; and branch managers W. A. Bryant, New Orleans; M. W. Osborne, Oklahoma City; T. W. Young, Memphis; Thomas P. Tidwell, Jacksonville; Mark Sheridan, Dallas; W. M. Coursey, Atlanta; and John Holstein, Charlotte. Wometco Circuit was host at a cocktail party.

## North Carolina Durham

Three drive-ins were put out of operation by Hurricane Hazel. Forced to cease operations when the storm either destroyed or severely damaged their screens and other properties were the Skyview, on the Wake Forest Highway; the Midway, on the Hillsboro Road; and the Valley, on the Chapel Hill Road. J. W. Thompson, owner, Valley, estimated damages that are at about \$6,000 and said he was "undecided as to whether to reopen before spring." He said the screen was twisted so badly it will have to be rebuilt completely and that the marquee was a complete loss, as was the aluminum fence. The drive-in, open for only about a month, was partially covered by insurance. Although the screen was destroyed at the Midway. J. W. Allen, manager, said he hoped to have it back into operation soon. He listed damage to the screen at \$3,000 and said that the marquee and aluminum fence were damaged badly, and that some of the steel speaker posts were broken off by the wind. The roof of the concession stand also was damaged. The screen was blown away at the Skyview, and all but 13 of the poles supporting the structure were blown down. The marquee also was destroyed and the aluminum fence badly damaged. J. B. Bankston, manager, said the loss was partially covered by insurance and that the drive-in will reopen as soon as repairs necessary to put the ozoner back in working order are made.

## Tennessee Cookeville

The Tennessee Theatre Owners Association is organizing its ranks to combat a proposed three per cent tax on gross receipts of motion picture theatres by the state, it was reported by Stacy Wilhite, TTOA president. On Oct. 18, 1954, the legislature council committee listed 18 tax sources open to the General Assembly. Included was the restoration of a three percent tax on gross receipts of theatres, an estimated revenue of \$100,000. TTOA leaders immediately began plans for a full-fledged fight to prevent the enactment of any such legislation, Wilhite stated, and a series of regional meetings in November will launch the campaign.



## NEWS OF THE

*Territory***BRANCHES  
Cincinnati**

Away on business were Philip Fox, Columbia branch manager, to Huntington, W. Va.; Herbert J. Gillis, Paramount branch manager, to Princeton, W. Va.; George A. Kirby, Republic branch manager, to Columbus, O.; and Jack Finberg, UA branch manager, who attended a sneak prevue of UA's "Vera Cruz" at an Owensboro, Ky., house.

National Theatre Supply installed CinemaScope equipment in the Frank Allera houses in Delbarton, W. Va., and Jenkins, Ky.; the Ro-Ma, Ironton, O., Mrs. Fronia Sexton, owner; the Imperial, Frank Huss, Jr., owner; and the office of the Ohio Board of Censors in Columbus, O.

Talent from WKRC appeared on a program at the new Veterans Hospital sponsored by the ladies auxiliary, Tent 3, Variety Club. The arrangements committee included Mrs. Sam Weiss, president, and Mesdames Morris Dennis, Abe Maius, Stuart Jacobson, James B. Abrose, Harry Pollins, and Phillip Fox. The ladies served ice cream and cake after the show. The auxiliary's annual Christmas party for retarded children will be held on Dec. 21 in the Avon.

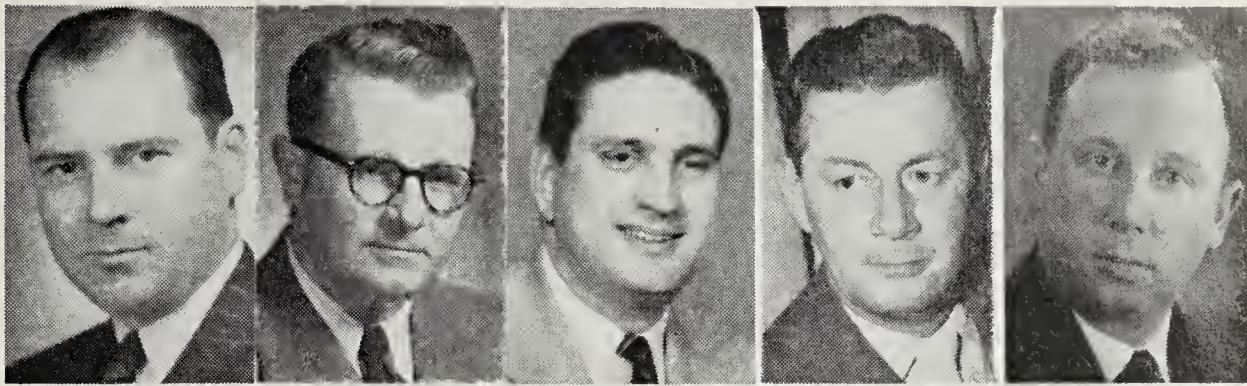
More than 175,000 postcards of patrons, picturing the roller coaster scene, have been run through the postage meter at the Capital since "This Is Cinerama" opened in June.

The snowfall guessing gimmick is being used by the Keith and The Times-Star to promote Paramount's "White Christmas."

Exhibitors in were Jack Haynes, Detroit; Ray Laws, Lebanon, O.; Harold Raives, Cleveland; Frank Yassenoff, Harry Schwartz and Jack Needham, Columbus, O.; Moe Potasky, Jim Herb, Allan Warth, and P. W. Suell, Dayton, O.; Hank Davidson, Lynchburg, O.; A. D. Curfman, Westerville, O.; Larry Kaho, Jr., West Jefferson, O.; Charles Bowles, Beattysville, Ky.; Charles Behlin, Lexington, Ky.; Ben Reeves, Sanford, Ky.; Floyd Miller, Mount Vernon, Ky.; A. M. Miles, Eminence, Ky.; Don Reda, London, Ky.; James B. Howe, Carrollton, Ky.; Tom Sutton, Jr., Mount Sterling, Ky.; Frank Allera, Matawan, W. Va.; Charles Cassinelli, Mullins, W. Va.; and Foster Lane, Williamson, W. Va.

A number of exchange managers and salesmen attended a dinner party staged by the Krimm Circuit at the Variety Club, Moraine Hotel, Dayton, O.

Jack Schlaefer, UA home office representative, was in for a sales meeting. Also in were Morris Lefko, RKO district manager, and Bernard Jacon, IFE head, New York.



Prominent at the recent MGM Ticket Selling Workshop in Pittsburgh, attended by many veteran area executives and managers, were, left to right, Emery M. Austin, Loew's, Inc., exploitation manager; Mike Simons, Loew's, Inc., director of customer relations; Ervin J. Clumb, Riverside, Milwaukee, representing big city theatres; Edward M. Hyde, advertising manager, The Sharon (Pa.) Herald; and H. I. Brown, Victoria, Greenfield, Mass., representing small town theatres. Circuit personnel also attended.

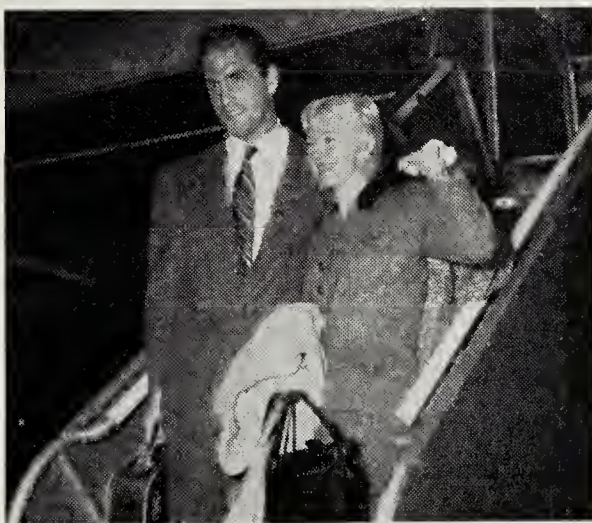
James Levendusky, MGM booker, was elected to fill the unexpired term of Tony Knowlman as business manager, Local F-57. Knowlman became office manager for 20th-Fox.

Robert LaSance, 20th-Fox booker, resigned. . . . Edward Farrel, Paramount booker, was vacationing in California, and William Poppe, UA booker, returned from a fishing trip in Tennessee. . . . Ruth Henry, U-I clerk, who will marry Don Listerman on Nov. 13, was guest for a shower at the home of Marjory Coombs, U-I contract clerk.

Ed Salzberg, Screen Classics distributor agreed with Hallmark Productions, Inc., to a cancellation of the franchise. Salzberg has been distributing "Prince of Peace" and "She Shoulda Said No" for Hallmark.

**Cleveland**

The big news was the announcement that Associated Theatres Circuit purchased the Park and Granada from Loew's. In fulfillment of the decree which obligated Loew's to divest itself of these houses. Leroy Kendis, Associated Circuit, states that the present first sub-run policy will be continued, with Edward Richardson remaining as manager, Granada, and Ed Pyne, formerly at the RKO 105th Street, at the Park. This is the second pair of divested theatres acquired by the Associated Circuit, which now numbers 32 theatres. Officials of Associated are Meyer S. Fine, Sam Stecker, and Abe Kramer.



To beat the drums for "Twist Of Fate," Ginger Rogers and husband, Jacques Bergerac, who are starred in the United Artists film, arrived in New York recently for personal appearances. They will be seen in other areas as well in advance of the film.

When Victor Salupo finds an auditorium for showing a series of five foreign-made motion pictures which do not have the Ohio Board of Censor seal, the fight will be on as to the constitutionality of showing non-censored films to subscription members of Group 16, a local organization which duplicates New York's Cinema 16. Masonic Hall cancelled its contract with Group 16, allegedly on advice of Chief of Police Frank W. Story. Subsequently, Story reportedly stated that he has no legal right to halt the showing of the films to paid members of Group 16. The Ohio Censor Board may take the stand that it is illegal to show any films minus the censorship seal to interested groups either as subscription members or otherwise.

The opening of the Metropolitan Opera season in New York will be shown via closed circuit on Nov. 8 at Loew's State. According to present plans, the event will be sponsored jointly by the Metropolitan Opera Guild and CARE.

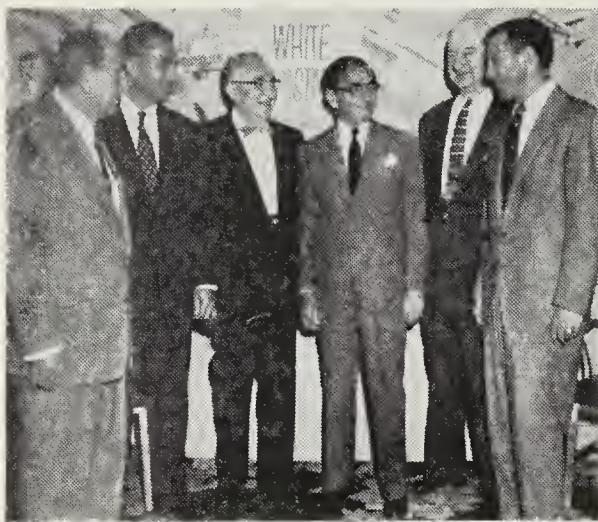
Phil Smith's East Side Drive-In is the first outdoor theatre in the Greater Cleveland area to present pictures via CinemaScope. The optical sound system is used with Tushinsky lenses installed. A new large, metal screen was also installed.

Florida is beckoning to the sunshine-minded Cleveland members of the industry. Joe Leavitt, projectionist, Colony, left for Miami; Howard Reif, Modern Theatres, planed out with his mother to open their Miami Beach home; the Paul Gusdanovics are staying here until the first of the year; and Nat L. Lefton, who made a splendid recovery from emergency surgery while vacationing in Hawaii, is spending this month in Cleveland before opening his Florida home.

Antwerps', O., only theatre has a new name and new owners. The new owners are Ralph Travise and Bill Shukerk, having purchased the house from Mr. and Mrs. Maurice Mosser. And it is now called the Antwerp instead of the Ohio.

Betty Bluffestone, Imperial booker, is back in circulation after a battle with a flu germ. . . . Here to exploit Allied Artists' opening of "The Human Jungle" at the Hippodrome was Mort Hollander. . . . Walter Steuve, Findlay; Olen





Irving Berlin was in Cleveland recently to promote Paramount's "White Christmas" and was tendered a luncheon. Seen, left to right, are Sam Reichblum, Columbia, East Liverpool, O.; Harry Buxbaum, Paramount branch manager; M. B. Horwitz, Washington Circuit; Berlin; Milton A. Mooney, Co-Operative Theatres of Ohio; and Bert Lefkovich, Community Circuit.

Martin, Bucyrus; and Henry Waggoner, Amsterdam, were among the week's Ohio out-of-town Film Row visitors.

Ralph Bevington contracted with Frank Masek, National Theatre Supply, to install CinemaScope with optical sound in his Mohawk, Waynesburg, O. . . . Bob Bial, Luthi Studio, was in Mount Sinai Hospital for a check-up. . . . Bob Wile, secretary, Independent Theatre Owners of Ohio, was in. . . . The Cloverleaf Drive-In was closed due to the overflow of the nearby canal following heavy rains. . . . Bernard Jacon, IFE sales manager, was here to confer with district manager Mark Goldman.

Morris E. Lefko, RKO's eastern central district manager, returned to his office here after attending a sales meeting at the RKO home office in New York City.

## Detroit

A standby generator at the Woods, Grosse Point, Mich., was put in emergency service when lightning blasted out the regular power supply. . . . Nellie Flanigan, who died, was the sister-in-law of Haviland Reves. . . . The Berlo Vending Company, Cleveland, opened a branch here. Harold Hinkston, assistant to general manager Irwin Schenker, has been named branch manager. Complete warehouse and service facilities will be maintained.

Burl Lambeth reopened the Art, Grand Rapids, Mich. Bill Clark is booking. . . . The Alhambra management, led by Bud Kilbride, parted the staff after the last show before the management change-over. Sy Schlechter, formerly the Alhambra manager has gone over to the Cinema, Sterling's art theatre. . . . The Telenews dropped the full time newsreel and shorts policy to show "The Vanishing Prairie." . . . John Maloney, MGM division manager, was in. . . . Alden Smith's Mutual Theatres added the Rex, Seville, and Cinema to the booking list.

Latest report is that the Roosevelt, Wisper-Westman, is in the way of one



The U-I Cleveland exchange managed by Carl Reardon recently ran a shorts subject booking drive in honor of Reardon's first anniversary as branch head. Reardon, right, is seen here being congratulated by J. K. Levitt, city salesman, while Frank Musto, office manager, looks on. The gigantic pair of shorts in the background was promoted from the local Landy's department store.

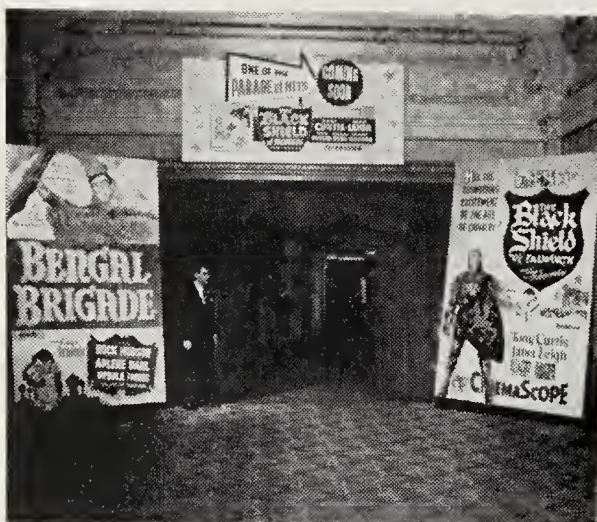
of Detroit's new expressways. . . . Dillon Krepps, United Artists headman, has been vacationing in Key Biscayne, Florida.

J. M. Collins, ASCAP sales manager, announced the appointment of David Leavitt as the new district manager of ASCAP's office locally. Leavitt, who graduated from Harvard in 1936, has been associated with the society for seven years. During this time, he has been operating as a field representative in the Boston office. The law firm of Grosner and Burak, which has represented the society for many years, will remain as counsel in the Michigan territory. Leavitt's office will be located in the Penobscot building.

## Indianapolis

Hallmark distributor Moe Esserman, head, Screen Classics office, has been appointed to handle "Karamoja" and "Half-Way To Hell" in the Cincinnati exchange area also.

Loew's has been selected for the world bow of MGM's "The Last Time I Saw Paris," on Nov. 11, Armistice Day. Oscar A. Doob, MGM, and Jim Shanahan, Loew's advertising department, were



In connection with the recent showing of U-I's "The Black Shield Of Falworth," Jack Silverthorne, manager, Hippodrome, Cleveland, developed the striking lobby display as well as the forthcoming "Bengal Brigade," another U-I feature. Silverthorne, seen with his display, was promoting both pictures two months in advance.

here to set up an unusually comprehensive campaign. Ernie Emerling will attend the opening from Loew's home office. Staging the world premiere is a gesture of cooperation with the Merchants' Association, which is launching a vigorous "shop downtown" campaign as a promotion.

In a recent bulletin, the Allied Theatre Owners of Indiana calls attention to their 28th annual convention to be held at the Hotel Marott on Nov. 15-16. Other items covered were jottings from the recent Milwaukee Allied national convention; terms being asked by some film companies; and some remarks about CinemaScope's boxoffice value.

## Pittsburgh

The Variety Club elected the following officers—I. Elmer Ecker, chief barker; David J. McDonald, first assistant chief barker; Ray Scott, second assistant chief barker; Sam Speranza, treasurer; and Al Weiblinger, secretary. The board voted in were Ray Downey, Harry Hendall, Jimmy Klingensmith, Harry Kodinsky, Bob Prince, and Abe Weiner.

At the meeting of the Colosseum, two delegates named to the national convention in Chicago in November were Floyd Klingensmith, Columbia, and Sam Milberg, RKO. The president elected was Charles Dortic; vice-president, Irv Stein; secretary, Milberg; and treasurer, Saul Pearlman.

Mrs. Leona Seiler, Ligonier, Ligonier, Pa., was almost drowned in the recent flood when returning from a booking trip to Pittsburgh. Only the help of her son saved her. Her husband, Alvin, was in West Virginia. He is doing alteration local theatre work for the Manos Circuit.

The Lamp, Irwin, Pa., managed by Ray Neil, is installing CinemaScope equipment. . . . Adolph Farkas, Lyric and Rialto, Johnstown, Pa., while pruning a tree outside his home fell off the roof, but luckily escaped serious injury. . . . The Family Drive-In, Mundys Corners, Pa., expects to stay open on one change per week as long as the weather does not get too cold. Gus Vaveris, owner, was recently honored by the Greek church in Johnstown, Pa.

Dave Silverman, branch manager, RKO, took a fast trip thru the northern territory in conjunction with the RKO sales and liquidation drive.

Bob Ruskin, recently of Paramount, was back in town on law business. . . . The Capitol, Farrell, Pa., has been closed matinees, and the Colonial only operates weekends.

John Muller, manager Nuluna, Sharon, Pa., opened with its first CinemaScope feature.

The Gable, Sharon, Pa., is now being completely renovated. . . . The Freeport, Freeport, Pa., is installing CinemaScope equipment. . . . The following state drive-ins closed, the Lampros, Sharon; Super 19, Erie; Reynolds, Transfer; and Maple, Albion.



Bill Fairgraves, son of Frank Fairgraves, Regent, Erie, Pa., is now overseas somewhere in Japan. He is playing first trumpet with the army band in that area. . . . Leonard Mintz, Walt Disney's representative in the area, was in setting up deals on "20,000 Leagues Under The Sea." This feature is scheduled to open at the Stanley next month.

Lee Conrad returned from the Allied convention in Milwaukee with news of great doings. He operates the Park, Meadville, Pa.

The Kane, Kane, Pa., is now operating on one change per week. The Temple, Kane, played "Seven Brides For Seven Brothers" and was compelled to hold over this feature.

Joe Zoeck closed the Vestaburgh, Vestaburgh, Pa. . . . Lou Ponsetto, former exhibitor of Apollo, Apollo, Pa., is now working for the state. . . . Grey Barker closed the Montrose, Beilington, and Reedsville drive-ins in West Virginia.

The Fedo, Wheeling, W. Va., closed. . . . Chris Velas, operator of a number of theatres in West Virginia and Ohio, has been hospitalized with a broken ankle.

The Metropolitan closed and will be turned into a storeroom.

Bert Stern, Cooperative head, returned together with Harry Hendell from the Allied convention in Milwaukee. . . . The Ritz, Export, Pa., reopened and installed a wide-screen. It will still be managed by Mario Battison.

More than 350 theatre owners and managers in this area accepted invitations to attend MGM's initial Ticket Selling Workshop at the William Penn Hotel here, according to John J. Maloney, MGM central division sales manager. He and Ralph W. Pielow, local branch manager, acted as hosts to the delegates attending. They were supplemented by Mike Simons, in charge of customer relations, who conducted the session; Emery Austin, in charge of exploitation; E. C. Pearson, division field press representative with headquarters in Cleveland; John L. John, local press representative; and members of the branch. More than 30 managers from the Shea Circuit were on hand, as well as representatives from the Stanley Warner and Manos Circuits. MGM enlisted two exhibitors to lead off its Ticket Selling Workshop at the William Penn Hotel conducted by Simons, the director of customer relations. Sparking off discussions were Irving Clumb, manager, Riverside, Milwaukee, and Herbert I. Brown, operator, Victoria, Greenfield, Mass. Clumb and Brown appeared in the roles of big city and small town theatre representatives. Also appearing were Dale F. Tysinger, manager, Shea's Ashtabula, O., and Fenton Scribner, manager, Shea's Daniel Webster, Nashua, N. H. They were among the 30 representatives of the Shea organization on hand. More than a dozen managers and executives of the Stanley Warner management in the Pittsburgh zone attended, as well as M.



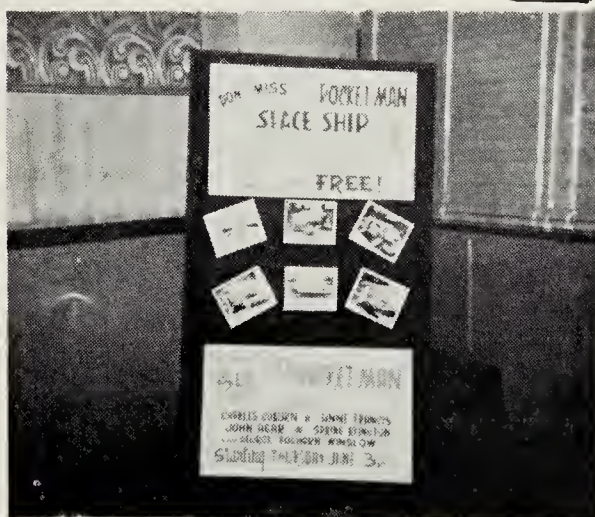
Tom Williams, Margie Grand, Harlan, Ky., recently exploited RKO's "Susan Slept Here" with the above "Sleepy Susan" stunt.

A. Silver, zone manager. The Manos circuit, as well as a number of other independent groups, were represented. Charles Blatt, president, Allied unit in western Pennsylvania, issued a formal welcome to Allied members attending. Austin, who is MGM's exploitation manager, represented Howard Dietz, vice-president and director of publicity, advertising and exploitation. Heading a seminar on newspaper advertising of films was Edward M. Hyde, chairman elect for 1955 of the Advertising Committee of Pennsylvania Newspaper Publishers Association. Hyde also is a member of the Advertising Managers Association besides holding the title of advertising manager, The Sharon (Pa.) Herald. Sessions on radio and TV promotion were highlighted by talks under the joint direction of Max Riley, advertising manager, station WDTV, Pittsburgh, and associate William Kelly.

The Bennett, Austin, Pa., has arranged to play a hillbilly show every Thursday evening, to be broadcast from the stage. . . . Don Enstrom, Shinglehouse, Shinglehouse, Pa., is now building G.I. homes in this area, beside operating his theatre.

Al Nordquist, Main Street, Galeton, Pa., returned from a Canadian hunting trip and brought back several fine trophies. On his return, he was bedded with a severe virus attack.

The northern part of Pennsylvania was so hard hit by hurricane floods that Sam Milberg, RKO salesman, and Floyd



Mel Gaitskill, manager, Paris, Paris, Ky., recently attracted attention to 20th-Fox's "The Rocket Man" with the above lobby display, which announced the date a space ship would be on exhibit in front of the theatre.



Foster Luderbach, Kentucky, Lexington, Ky., recently utilized the above float as street bally on Columbia's "The Caine Mutiny."

Klingensmith, Columbia, were forced to stay out in the territory.

Abe Weiner, branch manager, Allied Artists, returned from the convention in Chicago and claimed that future product will establish his company as one of the majors.

Dave Silverman, RKO branch manager, made the Kane, Pa., and Erie, Pa., territories for the first time in several years to secure business and playdates honoring his former boss, Herb Greenblatt, now domestic sales head, RKO.

Bob Hornig, booker for the Vaveris Circuit, is now running a "Bingo" game at the Grand, Mount Pleasant, Pa., beside his regular duties. He is booking his Mundy's Corners Drive-In right up to Thanksgiving. . . . Ralph Pielow, branch manager, MGM, was named to head the new Will Rogers Hospital drive in the Pittsburgh area. . . . At the last meeting held by the Colosseum of Motion Picture Salesman, it was voted to send Sam Milberg and Floyd Klingensmith to Chicago for the convention.

The Beacon is being entirely renovated and expects to open again in the very near future. . . . The Shea, Bradford, Pa., long closed, reopened with the Shea interests taking over the operation from the Dipson Circuit, and continuing to operate the Dipson and McKean.

Mariakas Galanis has closed the Aris, Erie, Pa., for the first time since its inception. . . . Ross Achison, Lincoln, Rimersburg, Pa., also owns and operates the only newspaper in this area, thereby using full page ads on pictures and helping his grosses.

The Wampum, Wampum, Pa., signed up a local dairy for a Saturday morning show. Kids presenting bottle caps received a free admission. . . . Robert Ruskin, former Paramount salesman, was recently seen on Film Row in conjunction with several law suits being filed in this area. He returned to his former occupation as a lawyer after leaving Paramount.

Murry Weiss, new Allied Artists salesman, on his first trip to the Johnstown, Pa., area, was well received by all exhibitors with contracts and dates. . . . Joe Markley, State, New Castle, Pa., is now in the advertising bill-board business.



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Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
...	Pocket-Size—6 ring (3 $\frac{3}{4}$ x6 $\frac{3}{4}$ in.) Item #4 in illustrated folder. Dated full year supply.....	\$ .60	
...	Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
...	Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
...	Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
...	Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
...	Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
...	Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
...	Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
...	Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
...	Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
	<b>BOXOFFICE STATEMENTS:</b>		
...	Regular theatre. Padded in 50's and punched (5 $\frac{1}{2}$ x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
...	Drive-In theatre. Padded in 50's and punched (5 $\frac{1}{2}$ x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
...	For regular and drive-in theatres. Padded in 50's (5 $\frac{1}{2}$ x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
	<b>BOOKKEEPING SYSTEM—Book:</b>		
...	At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
...	Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets.....	.50	
	<b>PAYROLL FORMS:</b>		
...	Weekly for regular and drive-in. Folding flap (8 $\frac{1}{2}$ x11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYEE EARNINGS RECORD CARDS:</b>		
...	Annual card for each employee (8 $\frac{1}{2}$ x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards.....	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
...	Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder. Per pad.....	.25	
...	Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50.....	.60	
	<b>SERVICE MANUALS FOR TRAINING:</b>		
...	Separate sections on regular and drive-in employees (3x6 in.) Item No. 8 in illustrated folder. Each.....	.10	
<b>TOTAL REMITTANCE to cover this ORDER</b> →			

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Theatres playing RKO's "Passion" will receive a "Ruffians' Rogue's Gallery" setup of pictures for a display such as the one recently employed in the lobby of the Palace, Columbus, O. Harry Schreiber, manager, looks at the display.

State exhibitors seen on Film Row were Tommy Bello, Nanty Glo; Ross Acheson, Rimersburg; Joe Birroco, Clarion; Joe Shapiro, Mount Union; Lew Rothenstein, Cambridge Springs; John Nagy, Rural Valley; Mrs. V. Hayes, Linesville; Guy Christy, Conneautville; John Wilson, Koppell; and Lou Lambros, Farrell.

## Kentucky Harlan

For a recent kiddie show at Schine's Margie Grand, Tom Williams tied in with a bottling company whereby each patron received a free bottle upon leaving the theatre. The bottling company set up a large display in the outer lobby and gave away approximately 300 bottles. Williams also sold half of a herald, which effectively plugged the kiddie show and the Cola giveaway.

## Richmond

For the sixth consecutive year, Ken Carter sold two banks on a Christmas rental at Schine's Madison.

## Ohio Columbus

Lou Holleb has been named general manager, In-Town Auto Theatre, now under construction in suburban Whitehall, O. The new drive-in will have a 1000-car capacity, largest in Franklin County, and will be the first here to be equipped for CinemaScope. Marshall and Paul Holleb, cousins of Lou, are associated with him in the project.

Al Sugarman, who has relinquished active participation in his local theatre interests, was on the way to Tucson, Ariz., where he plans to spend the winter season.

Showing of "A Star Is Born" at \$1.25 top with matinees at 90 cents at the RKO Palace here highlights the growing trend toward advanced-price admissions in all first-runs.

J. Real Neth has installed CinemaScope equipment in the State, opposite the Ohio State University campus. This is the first such installation in the Neth Circuit. Daily matinees have been instituted at the State.



## NEWS OF THE

## Territory

## Chicago

Kermit Russell was appointed assistant film buyer for Allied Theatres of Illinois by Jack Kirsch, president. Russell has been associated with the industry for 25 years in various capacities, including exhibition and distribution.

Joseph W. Gutzweiler, 79, Astra and Tivoli owner, Jasper, Ind., passed on. . . . Irving Lang was named manager, newly reopened Essex.

The Gem, Beardstown, Ill., reopened with a new wide-screen. . . . Tom Price, pioneer southern Illinois theatre owner, passed on after an operation. . . . Ron Jorgenson was named A and M Theatres manager, Ripon, Wis.

In Rockford, Ill., August Marchesi, Amboy, Ill., was elected regional vice-president, Rockford area, United Theatre Owners of Illinois, at a meeting of this regional group at the Faust Hotel. Russell Lamb, Oregon, Ill., and Oscar Granquist, Rockford, were elected to the board. Jim Lamb, Mount Morris, Ill., will serve as secretary. Prior to the election there was a general discussion of trade problems. Directors from the Rockford group were instructed to propose to the full Illinois board that a thorough study of insurance rates be made and that action toward correcting present inequities.

Ben G. Abrahamson, brother of Lou Abrahamson, secretary to Jack Kirsch, president, Allied Theatres of Illinois, passed on, leaving his wife, two brothers, and four sisters. Interment was in Forest Home Cemetery. . . . Manager Clyde Sheppard reported the addition of a wide screen at the Ashton, Ashton, Ill.

A few of the Alliance Theatres outdoors in Indiana, including those at Anderson, Frankfort, and Kokomo, are being closed for the winter. . . . The National Jewish Hospital, Denver, was benefited by a presentation of "Beau Brummel" and a fashion show, under committee sponsorship.

Excellent results of a fishing expedition off the Florida coast, taken by James Jovan, Monroe owner, and his son, Eddie, were displayed in the lobby of the theatre. Splendid taxidermy preserved the livid colors of the fish. . . . The East St. Louis (Ill.) Drive-In was damaged in a wind of almost hurricane proportions. . . . Irving Lipnick, veteran theatreman, returned to B and K with duties at the State-Lake.

Among local theatremen returning enthusiastically from the National Allied silver anniversary convention at Milwaukee were Lou Abrahamson, Joe Berenson, Burtus Bishop, Jr., Jack Clark, James Coston, Charles Cooper, Vi Dane, Irving Davis, Bob Harrison,

Jack Kalmenson, Jack Kirsch, Lou Kravitz, Charles Lindau, Howard Lubliner, Sam Levinsohn, Irving Mack, Don Mack, Richard Salkin, Mike Stern, and Nate Slott.

Technical sergeant Bob Salkin, son of Richard Salkin, Jackson Park, is back after seven years in the army, with his last year in Korea. A royal welcome is awaiting him after his mustering out at Spokane, Wash. . . . Eastbound Dore Schary, MGM chief, and westbound Don Hartmann, Paramount head, crossed paths.

Allied Theatres of Illinois officially thanked the Chicago American amusement editor, William Carroll, for inaugurating and calling the public's attention to a new feature on the amusement pages headed "Top Films Of The Week On Local Screens." The group stated, "There is no question but that this latest effort by your newspaper on behalf of the theatres of Chicago will help stimulate greater public interest in the currently choice movies being shown in the neighborhood theatres and should thereby produce good results boxoffice-wise."

In Urbana, Ill., Gene Russell, Champaign, Ill., was elected regional vice-president, Champaign region, United Theatre Owners of Illinois at a meeting at the Urbana Lincoln. George Barber, Tuscola, Ill., and W. E. Simmons, Monticello, Ill., were named to represent the Champaign area on the UTOI board. Mrs. W. E. Simmons, Monticello, Ill., was appointed secretary. Although the majority of exhibitors in this area are UTOI members, plans were made to obtain 100 per cent representation. Trade practices plaguing exhibitors were discussed and frequent meetings of the group are being planned. The theatre owners heartily endorsed TOA's efforts to spur increased production and to bring an end to the seller's market.

## Dallas

A temporary injunction to prohibit Trans-Texas Theatres from selling 1,450 shares of stock was ordered by Judge W. S. Campbell, serving as special judge in 101st District Court. The suit was brought by William O'Donnell and others against the theatre concern and several officers.

More than 450 guests, WOMPI members, and leaders of the industry in Texas attended the special luncheon honoring Miss Edith Head in the Women's Building of the State Fair of Texas as a fitting climax to a successful two weeks showing of many of her beautiful creations, arranged by Interstate Theatres and modelled by Women of the Motion Picture Industry. Miss Head was presented with an honorary life membership in the Dallas WOMPI in the form of a scroll by President Maxine Adams. Van Alan Helleman, general counsel, Interstate Circuit, welcomed Miss Head in behalf of Interstate. Van Helleman had the "honor and privilege" of presenting an inscribed watch to page boy Henry Perez, and a gold charm to Miss Loia Cheaney, production supervisor, on behalf of all the

models. Miss Head was greeted at Love Field by Miss Loia Cheaney, Mrs. Grace Folsom, and Miss Susie Coleman. A press conference was held at the Baker Hotel and Miss Head made a quick tour of the Fair Grounds before arriving for the luncheon.

Lorena Cullimore, Columbia; Verlin Osborne, Paramount; Maxine Adams, Frontier Theatres; Loia Chaney and Florence Bates, Interstate; Minna Mae Stevison, Warners; and Billie Stevens, Rowley United, were among the first members of the Women of the Motion Picture Industry to be invited to the banquet held in commemoration of Business Women of America Week. A reception was attended by Maxine Adams, president, Dallas chapter, WOMPI, and Loia Chaney, public affairs chairman.

Colonel Cole spent a week in Milwaukee attending the Allied convention. . . . Karen Allen, Leon Theatres, was paid a visit by her grandparents, Mr. and Mrs. De Armoun, from Dumont, Ia. . . . The mother of Minna Mae Stevison, Warners, passed away. . . . Melba Martin, Interstate, lost her husband. His death was the result of a heart-attack. . . . Marie Powers, shorts booker, Metro, was admitted to Methodist Hospital for an appendectomy.

A meeting of all managers of the theatres making up the West Texas district, Frontier Theatres, Inc., was called in Pecos, Tex. This district is under the supervision of Boyd Scott. All sessions were held in the Canteen Room, Chamber of Commerce Building. The managers attending were Jim Winters, Crane, Crane; Guy Moses, Pecos, Fort Stockton; Cliff Durham, Palace, Marfa; Russell Ackley, Texan, Monahans; Al Cook, Grand, Pecos; C. E. McSwain, Granada, Plainview; John Hopkins, Tower, Post; Carlton I. White, Princess, Sanderson; Bern Wilson, Slaton, Slaton; J. D. McCain, Palace, Spur; and E. J. Haubner, El Lasso, Uvalde. The manager of the Palace, Brackettville, Mrs. Lillian Kilbourn, was unable to attend. Executives attending included H. J. Griffith, Louis Higdon, Joe Caffo, Weldon Strelsky, Vernon Watkins, Eddie Forester, and O. H. Reesman, home office; Fred Patton, Great Southern Insurance Company, and Scott.

Margaret Walsh, U-I, returned from vacationing. . . . Joyce Gray, Interstate booker, returned her office to the Majestic building.

The Wakea, Waskom, Tex., is now equipped with CinemaScope. . . . Ray Jennings stopped by Southwestern Theatre Equipment enroute home to Hondo, Tex.

Others seen on the Row are H. G. Graham, credit manager, Southwestern, Houston, Tex.; Bob Graham, salesman, Houston; H. L. Millington and Bob Vought, Star, Rising Star, Tex.; Will Pence, Palestine, Tex.; Charlie Wolfe, Abilene, Tex.; Mitchell Lewis, Houston, Tex.; J. C. Capp, Pueblo, Ruidoso, N. M.; James Carbury, Little Rock, Ark.; Price Holland, Plainview, Tex.; L. C. Tidball, Fort Worth, Tex.; Oscar New, president, New Maid Products; Tad Gould, River Oaks, Fort Worth, Tex., and E. L. Parks,



Lone Star, on his way home from hunting trip in Colorado.

Ed Rowley was in California to attend the services of Charles Skouras.

Attending the joint convention and trade show of IPA, TOA, TESMA, and TEDA, in Chicago were Mr. and Mrs. Charlie Darden, Associated Popcorn; Mr. and Mrs. Dan Lawson, Sterling Sales and Service; Mr. and Mrs. J. H. Elder; C. C. Hoover; Kendall Way; Jimmy Skinner; Joe Caffo, Frontier Theatres; and Mr. and Mrs. Al Reynolds, Ezell and Associates.

## Denver

A small fire in the lounge of the Center interrupted the show for an hour. The fire caused about \$200 damage and was caused when a careless person threw a cigaret into a large potted plant in the lobby. There was no panic, James Fleming, assistant manager, said.

Out of business the past couple of years due to a fire, the Variety Club, Tent 37, expects to be reactivated in new quarters by Dec. 15, with the final decision being left to the new crew, in the process of being elected by way of a mail ballot.

Clarence Olson, formerly manager of exchanges, is now account executive for KIMN. . . . Paul Thompson, recently with Lee Theatres, returned to Film Row as bookkeeper for Knox Theatres and Service Theatre and Supply. In his spare time, he operates a restaurant and cocktail lounge on Lookout Mountain.

A local group of churches took display space in the dailies urging attendance at a local theatre. The Denver Council of Lutheran Churches ran a two-column five-inch display ad urging all to see "Martin Luther," Aladdin.

M. R. Austin, United Artists branch manager, was in "Bighouse U. S. A.," being shot at Canon City, Colo., as a tourist crossing the Royal Gorge Bridge. The film is being made by Bel-Air Productions for United Artists release. . . . Donald Cook, Paramount assistant booker, and Miss Bernice Ashton are to be married.

Claude Graves, partner in the Flatiron, Boulder, Colo., a member of a hunting party that included Joe Dekker and Tony Archer, Civic Theatres, shot what was said to be the biggest bull elk ever to be taken in these parts. Dekker and Archer each got a buck deer.

Drive-ins are starting to close for the season. . . . Patricia Hill, manager's secretary, followed Marvin Goldfarb from RKO to Beuna Vista, where Goldfarb is district supervisor. Offices have been set up at 737 Twenty-first Street, in the Paramount building. The secretary job at RKO went to Pauline Martin.

Mrs. Elsie Knox, Service Theatre Supply office manager, is serving on the federal grand jury. . . . About 70 people took advantage of the offer by Fox Inter-Mountain to "admit you and a guest if you will say to the cashier: "A

Fox Theatre is the place to go." The offer was made in fine print in the local dailies at the top of the listing ad and was good one evening only.

Jerry Pickman, Paramount vice-president in charge of advertising, was here for "White Christmas," Denham. . . . Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres, went to Los Angeles to attend the funeral of Charles Skouras.

Seen on Film Row were Mrs. Bert Lewis, Holyoke, Colo.; Mrs. Marcia E. and Miss Elizabeth Zorn, Julesburg, Colo.; Mr. and Mrs. L. H. Mills, Espanola, N. M.; Mr. and Mrs. A. K. Smith, Johnson, Kans.; Mr. and Mrs. Mitchell Kelloff, Aguilar, Colo.; Mr. and Mrs. Fred Anderson, Eaton, Colo.; C. G. Diller, Ouray, Colo.; Mr. and Mrs. Paul Heeney, Kremmling, Colo.; Robert Smith, Steamboat Springs, Colo.; Elden Menagh, Fort Lupton, Colo.; Neil Beezley, Burlington, Colo.; Lin Harrington and Lester Dollison, Amarillo, Tex.; and Merle Gwin, Benkelman, Neb.

## Des Moines

Earl Stanton, 62, owner, Fox, Nora Springs, Ia., died of a heart attack. . . . Paul Swanson, owner, State, Maxwell, Ia., died. . . . G. O. Dunkerson, who has operated the Victory, Fontanelle, Ia., since 1948, has discontinued operations.

The Chamber of Commerce at Moulton, Ia., is working to reopen the Mole. The chamber has appointed a committee to work with Marvin Howard, owner, in an effort to reopen the theater.

Bob Fridley leased the Easttown, East Des Moines and A. M. McCaulley, formerly of Lake City, Ia., will manage the house for him. Fridley is coowner, Varsity.

## Kansas City

The Lyceum, Leavenworth, Kans., owned and operated by Durwood Theatres, reopened after being closed for the summer. The house is managed by Bryon Rawler. . . . Gertrude Miller, Warners booker, was married to Robert Rittenhouse at the Holy Name Church, Kansas City, Kans. . . . A. L. Kolitz, RKO district manager, Denver, was a visitor.

The Jo, St. Joseph, Mo., a former Dickinson-operated house, has been leased from the circuit by the former manager, Carl Murphy. . . . Harry Gaffney, owner, Dixie Enterprises, left for a business trip to New York. . . . A. F. Flaherty, owner, Kaw, Hanover, Kans., died. Mrs. Flaherty is continuing to operate the theatre for the present.

The Isis and Hill Top Drive-In, Marysville, Kans., owned and operated by Eddie Henderson, has been taken over by Mr. and Mrs. Ray Winch, Winfield, Kans. They also operate the Nile and Regent, Winfield, Kans., and the Star and Skyline Drive-In, Clay Center, Kans.

Visitors were R. C. Davison, Pattonsburg, Mo.; F. G. Weary, Richmond, Mo.;

O. C. Alexander, Kiowa, Kans.; Doris Doty, Cainsville, Mo.; and J. Leo Hayob, Marshall, Mo.

## Los Angeles

Southside Theatres booker Joe Sinay was vacationing in Honolulu. . . . Mr. and Mrs. Harry Popkin celebrated their 30th anniversary. . . . Boyd Lowe, manager, Lyric, Monrovia, Cal., resigned. . . . In town was Marty Foster, Guild, Portland. . . . Vacationing was Joe Wayne, assistant shipper, Warners. . . . Back from a business trip to New York was Morris Safier, independent distributor. . . . Floyd Brethour, MGM booker, was presented a seven pound baby son by his wife at St. Joseph's Hospital. . . . Barbara Sheftel resigned as clerk at 20th-Fox. . . . The Major has been taken over by Sid Pink. The Burbank, Cal., house was formerly operated by Mike Rosenberg. Pink also operates the Ritz, Inglewood, Cal., and the Center and Boulevard, East Los Angeles. . . . Ralph Moyer, former manager, Picfair, joined the Dietrich and Feldstein office and has been appointed manager, Oxnard, Oxnard, Cal. . . . Phil and Mildred Kassin sold their Valley, Camarillo, Cal., to Howard Bayer, former operator, Iowa, Scheswig, Ia. . . . Bess Emanuel, independent film exchange operator in San Francisco, stopped off after vacationing in Florida. . . . Jennie Pence, Warner contract department, was vacationing. . . . Booking and buying on the Row were Earl Calvert, Lompoc, Lompoc, Cal.; Dick Sims, Bay, National City, Cal.; and Burt Kramer, Village, Coronado, Cal.

Plans for a proposed drive-in and snack bar have been submitted to the Fullerton City Planning Department by W. C. Sangster and David Miller on property at Harvard and Orangethorpe Avenues. A planning commission committee, having studied the plans in advance, states it has no objections to the location, but merely to the design of the development. The property is now zoned M-1 for light industrial use.

## Milwaukee

Cinema, Inc., which operates the Fox Bay, Whitefish Bay, Wis., is now also operating the Downer, Sherman, and Varsity when its operation partnership with Fox-Wisconsin Theatres expired. Gerry Franzen is supervisor of the four houses. Cinema, Inc., had the operating arrangement with Fox-Wisconsin for several years. Cinema is a subsidiary of Trident Corporation, a real estate and property management firm that built the theatres.

Ben Marcus, general manager, Marcus Theatres Management Company, offered \$95,000 for the closed Century and L. F. Gran, Gran Enterprises, offered \$92,500. Harvey Hartwig, theatre attorney, had petitioned the Federal Court that the Century be recognized under the Federal Bankruptcy Act. Sale of the theatre was scheduled to take place early this week with bids being sought prior to the sale so that the creditors can be satisfied. Owners of the house are John Freuler, Glencoe, Ill., and his family.



Harold J. Fitzgerald, former president, Fox Wisconsin Amusement Corporation, was honored at a testimonial dinner early this week at the Schroeder Hotel. Fitzgerald bowed out of the industry recently to enter other fields and former employees and associates planned the affair, attended by more than 600 persons. Folke Peterson, executive secretary to the mayor and once employed by Fitzgerald, acted as the dinner chairman.

## Minneapolis

Changes in managerial personnel at the Garrick and Lyric, Duluth, Minn., have been announced by George Brown, Duluth manager, Minnesota Amusement Company. Roy O. Prytz, formerly manager, Skyline Drive-In, Duluth, is now managing the Garrick, while Venice Barsness, formerly manager for Maco in Minnesota, Wisconsin, and South Dakota houses, is now heading the Lyric staff. . . . Ivan Fuldauer, MGM, mid-west press representative, was in.

M. A. (Bob) Workman, MGM branch manager, returned from Florida to assume his position at the exchange until the first of the year, when he will retire. Workman and his family will make their home in St. Petersburg, Fla., after he retires. . . . New on Film Row are Joan Grussing, biller, Columbia, and Margaret Weihe, stenographer, Warners. . . . Darlene Putrament, former branch manager's secretary, Warners, gave birth to a baby girl.

Recent out-of-town exhibitors in were Al Smith, Rochester and Winona, Minn.; Doug Engels, Pepin, Wis.; Burr Cline, Jamestown, N. D.; and Joyce Alexander, Braham, Minn. . . . M. A. Levy, 20th-Fox midwest district manager, was in St. Louis. . . . Inez Mae Anderson, contract clerk at RKO, was married to Neil J. Bronstad. Another Film Row wedding that day was that of Donna Johnson, booker's clerk, MGM, to Neil Shoberg. . . . Benjamin Mann, 72, father of Ted Mann and Marvin Mann, exhibitors, died after a long illness.

Verna Chaffee has taken over management of the Roxy, Hinckley, Minn. . . . Jake Heier, Onida, S. D., replaced Ernest Flemmer as manager, Star, Selby, S. D. . . . Joe Carriere, owner, drive-in, Hallock, Minn., donated the proceeds of two midweek shows to the town's swimming pool fund. . . . Smiley Burnette, screen star, made three personal appearances at the State, Chamberlain, S. D., recently. . . . Ben Berger's Riviera, Hastings, Minn., in cooperation with an automobile dealer, gave away a jalopy in a "Buckets of Bolts" contest recently.

Ben Berger, president, North Central Allied and Berger Amusement Company, and Minnesota State chairman, Crusade for Freedom, returned from Europe, where he and other state directors made a survey of conditions abroad. . . . George Granstrom and Ted Mann, owners, St. Paul, Minn., World, added a second loop house to their operations with the acquisition of the Lyceum from Mrs. Howard Dale.

Don Stern has taken over operation of the Community, Clear Lake, Minn. . . . The Lyceum, Deer River, Minn., is running a weekly cartoon carnival for kids. . . . James P. Kline, principal, Murdock, Minn., schools, is the new operator, Lee, Murdock, replacing George Krattenmaker. . . . South Dakota national guardsmen were recent guests of the management of the Hot Springs, Hot Springs, S. D. . . . Harry French, president, Minnesota Amusement Company, returned from a trip to the west coast.

Ed Lineer, manager, Gopher, has been cooperating with the Peace Pipe, news letter issued by American Indians, Inc., and the Indians themselves in getting publicity for his theatre.

A meeting of all managers of the Berger Circuit, both in town and out of town, will be held on Nov. 9-10 under supervision of general manager Gil Swenberger.

Ed Linder, manager, Gopher, tied up with schools on a composition contest on "Adventures Of Robinson Crusoe." He also received the cooperation of the public libraries on this film.

## Oklahoma City

R. L. Briggs opened a new drive-in in Drumright, Okla., the Drumright Drive-In, with 275 cars. . . . Florence Nashert is the new secretary to the U-I office manager. She replaced Sue Plummer, resigned. . . . Hi Martin, U-I district manager, Dallas, was in.

Out-of-town exhibitors seen were Dennis E. Ward, Ritz, Afton, Okla.; M. T. Sands, Kiamichi, Clayton, Okla.; J. Y. Greenwood, Greenwood, Boswell, Okla.; Gerald Bullard, Star, Morris, Okla.; Silas Pack, Palace, Haskell, Okla.; Mrs. Doris Callahan, Grand, Locust Grove, Okla.; Mrs. Adelaide Loman, Ideal, Luther, Okla.; Mrs. Bess M. Wilkie, State, Harrah, Okla.; J. E. Holt, Wigwam-Holt, Coalgate, Okla.; E. M. Freiburger, Dewey, Dewey, Okla.; Melvin Butler, Salina, Salina, Okla.; L. E. Brewer, Royal-Folly, Pauls Valley, Okla.; Hugh Bates, Pine, Tecumseh, Okla.; Carl Phillips, Sequoyah-Ritz, Sallisaw, Okla.; W. E. Jones, Star, Sand Springs, Okla.; L. G. Bumpers, Joy, Vian, Okla.; Woody M. Minor, Pix, Wewoka, Okla.; W. J. Nelson, Valliant Drive-In, Valliant, Okla.; Mrs. A. A. Moulder, Criterion, Sapulpa, Okla.; Ruby Jones, Jake, Shawnee, Okla.; Dana Ryan, Buffalo, Pawnee, Okla.; B. J. McKenna, Oklahoma, Norman, Okla.; and Bill Slepka, Crystal and Jewel, Okemah, Okla.

## Portland

Recent changes made by Evergreen include the appointment of Bill Lacey, former assistant to Elton Robbins, Eugene, Ore., city manager, as assistant manager, Fox. Oscar Nyberg is the manager. Carl Miller is now city manager, Vancouver, Wash., houses, Castle and Kiggins. Willard Ridgeway, former house manager, Kiggins, has been named as Miller's assistant. He replaces Jim Allen, promoted to manager, American, Bellingham, Wash.

Al Oxtoby, Warners' branch manager, was recuperating from an attack of the flu. . . . M. M. Mesher, Paramount, was in San Francisco with his wife on business and pleasure. . . . Paul Forsyth, Blue Mouse, renovated and modernized the downtown house. . . . Mr. and Mrs. Adamson headed a contingent of Oregon exhibitors at the Theatre Owners of America convention in Chicago.

Jack Matlack, former J. J. Parker executive, Portland public relations counsel, is being congratulated for the excellent promotional job he did with the Pacific-International Livestock Exposition and the "Do-It-Yourself" exhibit.

Exploiters included Earl Keate, United Artists; Walter Hoffman, Paramount; and Allan Weider, MGM. . . . Warren (Tillie) Withers is recuperating.

## St. Louis

One-man projection room operation with union projectionists in all but 16 of the theatres in St. Louis and St. Louis County is provided for under the terms of a new five-year wage scale and working agreement worked out at a conference between committees of Local 143 and theatre owners. Richard F. Walsh, president, IATSE, sat in on the final conference that worked out the terms. It is understood that the basic terms of the five-year contract are that the men in the one-man houses will be given a 20 per cent increase in the old basic wage scale of the house, plus a five per cent retirement fund contribution by the theatre owner. This arrangement will apply immediately to 47 of the theatres covered by the agreement. Effective on Sept. 1, 1955, 11 other houses will also go to one man operation, including such theatres as the Granada, Tower, Rio, Shenandoah, Victory, Wellston, and Lindell, Fanchon and Marco-St. Louis Amusement Company Circuit, and also the Varsity, Esquire, Norside, and Melba. In those theatres, the old wage scale and working conditions will prevail until Sept. 1, 1955, and the projectionists employed in such houses are not to come under the retirement fund provisions until the theatres go to one-man operation. At such time, those workers will get 20 per cent wage increases in addition to the five per cent retirement contribution. Five deluxe first-runs are to continue with two-man projection booth operation indefinitely, and in those houses the management has agreed to grant the five per cent contribution immediately. The first-runs are the Fox, Missouri, and St. Louis, Fanchon and Marco-St. Louis Amusement Company, and Loew's State and Loew's Orpheum, operated by Loew's Theatres. St. Louis has a city ordinance that requires the use of two projectionists. Immediate steps will be taken, it is understood, to have that ordinance repealed.

In Murphysboro, Ill., the Liberty, 425-seater, owned by the Marlow Amusement Corporation, Herrin, Ill., was heavily damaged by a fire.

The McNair is the latest of the older St. Louis theatres to be sold for use as a church.



In Piggott, Ark., William Smith, Dexter, Mo., is building a 300-car drive-in to be known as the Motor-Vue.

In Effingham, Ill., the Effingham, which reopened for the winter, is featuring organ music from a large electronic organ.

In Arthur, Ill., the LaMar, 265-seater, owned by William H. Hoffman, has been playing to nice business since it was reopened.

In Assumption, Ill., a new screen has been installed in the Scenic.

In Christopher, Ill., Joe Crowe, veteran projectionist, was presented with a silver tray by Fox-Midwest on the observance of his 25th anniversary with the circuit.

In Petersburg, Ill., some 350 school children were guests at a recent free show at the Salem.

F. J. Lee, district manager, United Artists, and D. J. Edele, St. Louis manager, were in Owensboro, Ky., for a sneak preview of "Vera Cruz."

Out-of-town exhibitors seen along Film Row included W. Dean Davis, West Plains, Mo.; John Giachetto, Frisina Amusement Company, Springfield, Ill.; J. F. Janssen, Findlay, Ill.; A. P. Meier, Cuba, Mo.; Herman Tanner, Vandalia and Pana, Ill.; Rani Pedrucci, Frisina Amusement Company, Springfield; Izzy Weinshienk, district manager, Publix Great States, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Charley Beninati, Carlyle, Ill.; and Joe Goldfarb, Alton, Ill.

Jerry Bahner, Paramount office manager, back from a vacation in Des Moines. . . . Sam Gorelick, new midwest district manager, RKO, paid St. Louis his first visit since his promotion.

Mrs. Paul Montgomery, owner, Horstman, Chaffee, Mo., announced plans for the construction of a drive-in near Chaffee. The project will cost about \$75,000 and will be completed by spring. Mrs. Montgomery's son, Morris, will manage the spot.

## Salt Lake City

Tom Bailey, Denver, was in town selling "Private Hell 36" and "Martin Luther." . . . Jack McGee, Fox Intermountain district manager and 20th-Fox treated the Denver University football team to a special screening of "The Adventures of Hajji Baba."

Ralph Pizza, Fox Intermountain booker, returned to his desk. . . . Youngsters dressed in Indian costumes were admitted free to "Sitting Bull," Lyric. Each child had more than one item of an Indian wardrobe to qualify for free admittance. Over 500 children attended. . . . The Studio, operated by Intermountain, reopened with CinemaScope.

Exhibitors in town included H. D. Jorgensen, Main, Rigby, Utah; Mr. and Mrs. Van Anderson, Lyric and Huish, Richfield, Utah; Alson Shiner, Main, Vernal, Utah; Standley Dewsnup, Crest, Delta, Utah; Mr. and Mrs. L. C. Lund,

Kinema, Mount Pleasant, Utah; Robert H. Benton, Sero Amusement, Los Angeles; and Mrs. M. G. Price, Novelty, Paris, Idaho.

Don Hallstrom, formerly of Salt Lake City and now booker in the Allied Artists Los Angeles branch, renewed acquaintances. He came to town for the deer hunt.

## San Antonio

Tom Summers further expanded his theatre interests when he took over the management of the Hi-Park from Gidney Talley Enterprises. Summers already is operating the Josephine, Laurel, and Woodlawn, indoor, and the El Capitan Drive-In. . . . After 14 years as the base photo lab chief at Kelly Air Force Base, G. W. Wooten resigned and has reopened the Sunset, closed since February. Mrs. Wooten will lend him a hand. The Sunset will be open seven days a week.

Dan Goodwin has taken over duties as manager, Hi-Park Drive-In, taken over by Ezell and Associates. . . . Mary Taylor has taken over duties at the box-office of the Empire, taken over by Trans-Texas Theatres from Interstate Circuit. . . . Among those to book were J. J. Rodriguez, Panamericano, Dallas, and Jose Garcia, National, Asherton, Tex.

Leon Glasscock, Glasscock Theatre Circuit, announced the installation of CinemaScope at his Leon, Pleasanton, Tex. . . . About \$275,000 was the reported sale price of the Lackland and Kelly Drive-In, sold by Thurman Barrett, Jr., to the Lone Star Drive-In Theatres, Dallas.

Bob Vaught and Hugh Millington opened their CinemaScope-equipped Pioneer Drive-In at a midway point between Cross Plains, Tex., and Rising Star, Tex. Vaught is the owner, Plains, Cross Plains, and Millington owns the Star, Rising Star. . . . The Parkway, Iowa Park, Tex., has been reopened with Vernon Murphee as manager. . . . Mr. and Mrs. Bill McGlothlin opened their new CinemaScope equipped Elk Drive-In, west of Friona, Tex. . . . Fire of undetermined origin burned the Fox, Timpson, Tex., causing heavy damage. The Fox is owned by S. T. Smith and operated by Mr. and Mrs. J. V. Winbery.

## San Francisco

The theatrical committee for Governor Knight held an important meeting in the San Francisco election headquarters.

L. S. Hamm, attorney and exhibitor, has been elected president, Variety Club Blind Babies Foundation. Hamm will take over the office from H. Neal East, western division manager, Paramount. The full board of trustees was reelected. Hamm is also president, Northern California Theatres Association and Westside Theatres, Inc.

Robert Hazard, United Artists office manager, was called to Detroit because of the serious illness of his father. . . . Joseph Kane, formerly of U-I, and Re-

public, has been named head booker at 20th-Fox, replacing Blaine Dickens. . . . Lucille Negri after 17 years in the distribution office of Herbert Rosener Company, retired. Ann Katcher with a record of 19 years with the theatre department of the Rosener company, also decided to retire. . . . At Fox West Coast, Vernon Brown moved from the San Mateo, San Mateo, Cal., to manage the Crest, Vallejo, Cal., replacing Edward Sullivan, who went to the Crest, Sacramento, Cal., replacing manager John Phillips, who has recently left the industry.

The Film Colony Club members, always thinking up new ways to provide more money for the Blind Babies Foundation, are inaugurating the sale of Christmas cards which range in price from \$5 to \$50 a hundred. They have made a deal whereby 50 per cent of the cost of the cards will revert to the Foundation, and are working hard to make this such an outstanding Christmas sale that it will become a yearly event. Everyone wishing to contribute to this worthy cause and at the same time purchase Christmas cards are urged to contact President Mary Marquard Creighton at MGM or Paula Grubstick at Lippert. Vivian Dahl, a Blind Babies Foundation instructress, will talk before the FCC members on what has been done for the babies as a result of this fund.

## Seattle

The Coliseum and Blue Mouse are installing CinemaScope. At Hamrick's Blue Mouse, Modern Theatre Supply is handling the work. National Theatre Supply is making the installation at Evergreen's Coliseum. . . . Walter Hoffman, Paramounts northwest publicity director, returned from Spokane, Wash., where he was working on "Sabrina." . . . Sammy Siegel, Columbia field man, was working in Portland and southern Oregon. . . . Allen Wieder, Metro field man, returned from Spokane, Wash. . . . Lee Scott, Modern Theatre salesman, returned from Montana. . . . Sterling's Venetian has just been equipped for CinemaScope.

On the Row looking into the possibility of installing CinemaScope were Mr. and Mrs. Calvin Lyons, Onalaska, Wash., and Bing Fournier, B and B, Grayland, Wash. . . . CinemaScope opened in John Kane and Mike Barovic's Parkland. . . . Mr. and Mrs. E. A. Darby, Darby, Naches, Wash., announced that they are putting in CinemaScope. . . . Hamrick's Roxy, Enumclaw, Wash., is installing new HiLux anamorphic lenses and a new screen and will reopen on Nov. 4. Work is being done by Modern Theatre Supply. . . . National Theatre Supply is engaged in a complete remodeling program at Dwight Spracher's Tokay, Raymond, Wash. It will reopen on Nov. 7.

Congratulations go to Lorne Sacridier, assistant to the general manager, Sterling Theatres, and his wife, Rose, on their becoming the parents of an eight and one-half pound baby girl, Debra Luanne. The mother was formerly at the Garden.



## NEWS OF THE

## Territory

Boston  
Crosstown

What is expected to be one of the largest gatherings of people in the industry to ever attend a luncheon will be on hand at the Penthouse of the Hotel Bradford on Nov. 9 when the Variety Club will honor "New Faces in New Positions," it was announced by Walter Brown, chief barker. MGM's Benn Rosenwald will be chairman, and all exchange managers are serving on the committee. Tickets for the luncheon are \$5. They are available at all the film exchanges and the Variety Club in the Hotel Statler. Guests of honor are James Connolly, 20th-Fox; John Feloney, 20th-Fox; Joseph Gins, U-I; Francis Dervin, RKO; Herbert Schaefer, Walt Disney Productions; Ralph Iannuzzi, Warners; John Moore, Paramount; Jack Brown, Paramount; William Madden, Metro; and Judson Parker, Republic.

Eliminations announced by the Bureau of Sunday Censorship included "Africa Adventure," parts 1 to 8 (Deletions—Eliminate scenes showing women's bare breasts during dance, in part 4), RKO; "The Fast And The Furious," parts 1 to 8 (Deletions—Eliminate dialogue, "Where are you two staying tonight or should I ask," in part 6), Embassy; "Rogue Cop," parts 1 to 10 (Deletions—Eliminate dialogue, "It's a little late to start fighting for your honor," in part 3), Loew's; and "Suddenly," parts 1 to 8 (Deletions—Dialogue, "Rape? No, No, not rape," in part 7), United Artists.

Sympathy goes to Henry Kamuda, owner, Grand, Indian Orchard, Mass., in the death of his mother, Mrs. John Kamuda, widow of the original owner of the Grand.

Because of the success of the first annual industry golf tournament held at the Woodland Country Club, Auburndale, Mass., which attracted a large number of industryites, it was voted unanimously to hold the second annual tourney at the same spot next year and to retain the same working committee. Fifty golfers turned out to compete in the afternoon tournament while an added 25 non-golfers joined later for cocktails and dinner. Congratulations were being received by the committee, co-chaired by Larry Herman and Jim Mahoney, with Joe Cohen, Mal Green, Dick Dobbeyn, Ralph Iannuzzi, and Bill Koster, who worked to make the evening a success. The low gross prize was won by Jerry Govan, New England Theatres, Inc. The handicap prizes were won by Vincent Canavan, Dick Cummings, Cohen, Henry Price, Maurice "Fishy" Green, Nate Oberman, Lloyd Clark, and Tom Dawson. The two door prizes were won by "Red" Pierce and Jim Mahoney. Due to the hit of the first affair, this industry social function is bound to be looked forward to in years to come.

This city will be the sixth out of seven cities to be visited by Ginger Rogers and her husband to exploit "Twist Of Fate," distributed by United Artists. Joe Mansfield, UA publicist is setting up a press luncheon at the Ritz Carlton Hotel for Nov. 17 for the stars. She will appear on several radio programs during her two-day visit and he will also appear on a TV program.

Phil Bloomberg, Orpheum, Danvers, Mass., was in the district and stated that he has given up his option on the new drive-in to be built in Georgetown, Mass., on Route 133. Another rare visitor was Lon Vail, who operates the Warren, Warren, R. I., and the Pastime, Bristol, R. I.

Second place honors in the September Fabian Fabulous Forty Contest in Stanley Warner Theatres was divided among Stephen Barbett, manager, Warner, Lawrence, Mass.; Guido Luminello, Palace, Lawrence; and Bob Howell, Port, Newburyport, Mass., all under Joseph Liss, district manager in Massachusetts.

The managers of New England Theatres, Inc., are hitting on high gear for the "Profit and Prestige Campaign" now in effect for the final quarter. The managers themselves are conducting the drive under the supervision of the home office executives, with the campaign devoted to promoting bigger and better business for October, November, and December. Each theatre district in the circuit has one special representative to whom other managers in his district submit promotional and exploitation plans. He discusses them with special representatives from the other districts at weekly meetings, where the best and most practical ideas are developed, and passed along to all the managers. A colorful and highly practical brochure has been created by the committee and is now in the hands of the managers. Every possible angle of theatre sales, showmanship, and merchandising is being covered by the group. According to reports of the enthusiasm being generated by the managers, this fourth quarter business could easily make history for the circuit. The organizational committee for the "Profit and Prestige Campaign" includes president Martin J. Mullin, Hy Fine, Robert Sternburg, Jerry Govan, Chester Stoddard, Harry Browning, H. W. Glidden, Joseph Plunkett, Jack Saef, Bill Romanoff, and George Moffitt. Representing the field men for October were managers James Davis, Leo Lajoie, and Max Naylor; for November, Larry Burke, Mel Morrison, and Marvin Huban; and for December, Arthur Keenan, Ray McNamara, and Ben Greenberg.

Congratulations are being received by Mr. and Mrs. Rene LeBrun, owners-managers, Star, Limestone, Me., on the birth of their third child and second daughter, Andrea Mary.

Phil Zimmerman, head, real estate department, Stanley Warner Theatres, and C. P. O'Toole, head, engineering department, were here on routine business.

## Film District

Ken Hamilton, New York State salesman, won first place in the Manley merchandising contest recently concluded out of the Boston office. Hamilton and his wife left to enjoy a week's vacation at the Caribe Hilton Hotel, San Juan, Puerto Rico, as guests of the Manley Company. The contest was conducted in division manager Lyman O. Seley's district, which includes New England, New York, New Jersey, Pennsylvania, Ohio, Indiana, and Kentucky. A point system was set up by Seley to determine the winners, by which a certain number of points were awarded to each salesman for equipment sold, new accounts added, and increases in business with old accounts. Hamilton had been running third until the last two days of the contest when three accounts he had been working on materialized in time to push him ahead of the field. Second honors went to John Stone, selling in Maine, New Hampshire, Vermont, and eastern Massachusetts, and Irving Dunn placed third, selling in Connecticut, Rhode Island, and New York City.

Nathan Buchman, vice-president, American Theatres Supply Company, and head, candy and vending departments, resigned to enter the theatre concessions business for himself. He is leaving ATS on Nov. 15 and will shortly announce his new headquarters. He joined American Theatres Corporation in the accounting department 20 years ago and became head of the vending department in 1942. A year ago, when American Theatres Supply Company combined the merchandising with the buying of concessions into one department, Buchman headed the merger. His place at ATS will be taken by Benjamin S. Conviser, who has been with American Theatres Corporation since 1949 as head, maintenance and construction. He has been associated with Samuel Pinanski, head of the circuit, since 1932, when it was M and P. After Nov. 15, when Conviser takes over, the maintenance, supply, and vending departments of ATS will be combined into one department with Conviser's headquarters at 646 Washington Street in the home office building and with the warehouse and shipping offices continuing at 78 Broadway. Conviser is also a vice-president, American Theatres Supply Company.

Major Theatre Equipment Company, successor to Joe Cifre, Inc., recently installed the Motiograph equipment at E. M. Loew's Route 128 Drive-In and a Motiograph mixer at ATC's Oxford Drive-In, Oxford, Mass. The company added a huge sewing room for theatre stage draperies and curtains, supervised by Howard Alcorn, for 50 years a member of the industry. Alcorn is presently engaged in the making of the stage accessories for the Natick, Mass., High School, which has a proscenium arch opening of 60 feet in width and 22 feet tall. Mack Paul, one of the coowners of Major, has added a business builder for night clubs to the audio-visual department. He takes 16mm. informal shots of guests at the 5 O'Clock night club in Salisbury Beach, Mass., and the



following week presents these pictures on a screen at the club with a tape recorder and sound track.

Judson Parker has been appointed branch manager at Republic replacing Herbert Schaefer, who resigned to join Buena Vista for the New England territory. Parker has been in the industry since 1938 except for two years' service with the marines. He started as a shipper at WB, went to United Artists as a booker, transferred to U-I as a salesman, and more recently was head booker and salesman for Screen Guild. He lives in Sharon, Mass., with his wife and three sons, 6, 11, and 14.

Jeanne Flatley, secretary to office manager Max Berlone at United Artists, announced her engagement to attorney Thomas Fleming, Holyoke, Mass.

Mrs. Doris Flanagan, bookkeeper, 20th-Fox, resigned to await the stork. She was given a farewell dinner by the office staff. Paulin Vallas, same office, spent the holiday weekend enjoying the outdoor sports at the Jug Inn Barn, Pittsfield, Mass.

Phil Lamport, for the past 10 years a poster clerk at National Screen Service, resigned to join G. Fred Geisler, Motion Pictures Sales and Service, as an operator for the 16mm. service.

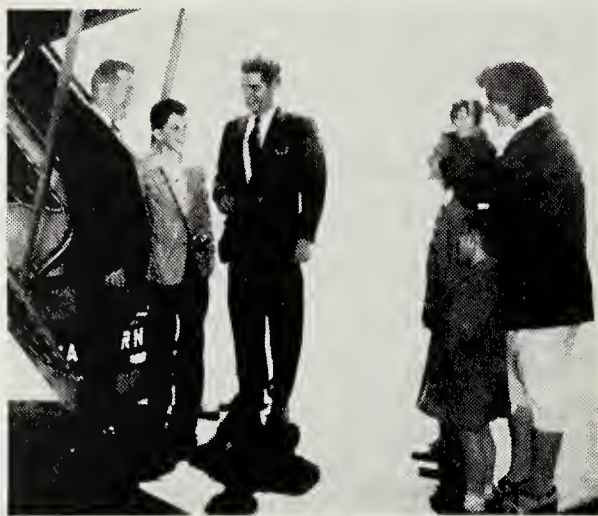
## New Haven Crosstown

Manager Morris Rosenthal obtained fine exploitation for "Brigadoon." One of the tieups was a news photo in The Register showing former New Havener Dody Heath with Virginia Bosler and Hugh Laing, who were making their initial debut in "Brigadoon." . . . The Whalley scheduled a benefit show for The Grace New Haven Hospital Alumnae Association. . . . The Whalley had a special preview. Tickets sold by the National Council of Jewish Women were also honored at the Whalley.

## Meadow Street

The new proposed drive-in up Hartford way is on a tract of 25 acres adjacent to the Veterans Highway in the North Meadows. . . . Also upstate, the Middletown Drive-In on the Old Saybrook Road, owned by the Adornos, is progressing. . . . Charles Lane has received an okeh from the State Police for a drive-in on the Branford Road. . . . The Portland Drive-In scheduled "Buck Night" again. . . . The East Hartford Family Drive-In had a Halloween party. . . . The Bridge Drive-In gave a free toy to every child attending the cartoon carnival. . . . Various theatres throughout the state had Halloween parties. . . . The Palace, Middletown, had a special Polish show.

Congratulations were in order to Harold Tabackman, Bostwick, Bridgeport, and Mrs. Tabackman on their recent wedding anniversary. . . . Mrs. Herman Levy, wife of TOA executive Herman Levy, was hostess at a reception honoring members of the Greater New Haven Chapter of Sponsors. . . . Arthur



Peter G. McGuinness, 12, winner of the recent Boston Post coloring contest on UA's "Heidi," is given a sendoff at Logan Airport before he left for Switzerland with his father. Left to right are seen Peter's father, James H. McGuinness, Peter, Joe Mansfield, UA publicist who assisted in the contest, Peter's two brothers, and his mother.

Greenfield, former U-I branch manager, and now in charge of the Seattle office, was a visitor. . . . Ralph Mauro, National Theatre Supply, went to Chicago to attend the TOA convention. . . . Bill Canalli, RKO salesman, returned from his vacation. . . . This month, Herman Miller and Leon Jakubson are now 25 years with MGM. . . . 20th-Fox branch manager Herman Hirschhorn was in New York. He recently acquired a residence on Whitney Avenue. . . . Leo Ricci, Capitol, Meriden, has a new car. . . . Paul Tolis, Meriden, Meriden, has a new station wagon. . . . Joe Faith, upstate exhibitor, was writing friends from Europe. . . . The Plaza, Windsor, and Webb, Wethersfield, arranged special PTA shows for the kiddies.

## Circuits Loew Poli

Managers were busy lining up some nice campaigns for "Brigadoon."

## Variety Club Tent 31, New Haven

At the Nov. 1 meeting, a slate of new officers for 1955 was to be set.

## Connecticut East Hampton

Leonard Siebert, 90, operator of the first motion picture theatre here, Siebert's Opera House, died following a long illness.

## Hartford

A. J. (Jack) Bronstein, principal backer in the East Hartford Family Drive-In, South Windsor, disclosed plans for start of construction in January on the world's largest drive-in on a 25-acre tract adjacent to the Veterans Highway in the North Meadows section. Car capacity will be 2,010, with screen to measure 140 feet by 65 feet. Bronstein's counsel, attorney Bernard E. Francis, said that an application already has been filed with the State Police Commissioner for authority to construct the theatre. Cost of construction is estimated over the \$500,000 mark. Bronstein is aiming for an April 1, 1955, opening. Francis added, "Unique fea-

## Norman Bialek Heads Conn. Allied

NEW HAVEN — Norman Bialek was elected president, Allied Theatre Owners of Connecticut, succeeding Dr. J. B. Fishman.

Other officers include Maurice Schulman, Seymour Levine, Jack Post, and Mike Alperin, vice-presidents; Maxwell A. Alderman, secretary; and Joseph Schulman, treasurer.

The board includes all officers and Fishman, Maurice Bailey, Barney Tarentell, Bernie Menschell, Robert Elliano, and Sam Rosen.

tures of the project will include a modernistic, six-lane cafeteria building, swimming and wading pools, and extensive playground facilities, situated in two sections."

Blake McVeigh, UA exploiteer, had street ballyhoo for Loew's Poli opening of "Sitting Bull." . . . Lockwood and Gordon is now operating only Fridays through Sundays at the Sky-Vue Drive-In, Torrington.

Paul W. Amadeo, general manager, Turnpike Theatre Corporation, ran a "Mystery Bonus Nite" at the Pike Drive-In, Newington, with stunts including distribution of passes and also admittance of the fourth person in a car as guest of the management.

Bob Gloth, Waterford Drive-In, ran a two-night benefit for the Waterford Fire Company, with nine merchants participating. Free gifts were given to the children.

Barbara Dolgin, daughter of Joe Dolgin, Pine Drive-In, and Mrs. Dolgin, joined the Merry-Go-Rounders, professional dance troupe.

## Massachusetts Framingham

The Cinema, operated by Smith Management Company, formed Framingham Artists Guild with membership totaling 43. Weekly exhibits of the canvases of the members and outside artists are being shown in the inner lounge. The Cinema was one of the first neighborhood theatres to play MGM's "Julius Caesar" at regular prices. Manager Lloyd Mills contacted 26 high schools for special student admissions.

## New Hampshire Kingston

The Brentwood Auto Theatre contributed the entire proceeds of a showing of "Gone With the Wind" to the Walter Plumer Fund, a trust fund set up for 14-year-old Walter Plumer, son of Mr. and Mrs. Stanley Plumer of Lee, N. H., who was injured early this fall in a diving accident.

## Rhode Island Providence

Among the neighborhood houses offering all-kiddie programs on Saturday afternoon are the Hollywood, East Providence, R. I., and Community, Centerville, R. I.



## NEWS OF THE

## Territory

New York City  
Crosstown

R. Edward Warn, vice-president, Westrex Corporation, arrived to take over his new duties as vice-president in charge of Westrex Corporation's foreign operations. Warn has been, since 1949, manager, Westrex Hollywood division.

Mrs. Seymour D. Hesse, president, women's committee, United Epilepsy Association with the Variety Club, announced that plans are being completed for the Second Annual Celebrity Ball in the Sert Room of the Waldorf Astoria Hotel on New Year's Eve. The proceeds will go to the United Epilepsy Association, which supports the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

Stanley F. Hodes, production executive, Rainbow Pictures, Miami, Fla., was married to Nita Kauffman, of that city, at the bride's home. Hodes, formerly with Paramount and National Screen Service, recently resigned his captaincy in the air force pictorial branch. He is the son of the late Hal Hodes, Columbia executive.

Members of the 20th-Fox ad-publicity-exploitation departments held a farewell luncheon honoring Edward Feldman, ad copywriter, called to active duty by the Air Corps. Feldman, formerly fan magazine contact for the company, reports to Westover Field, Mass., to begin his duties as a public information officer.

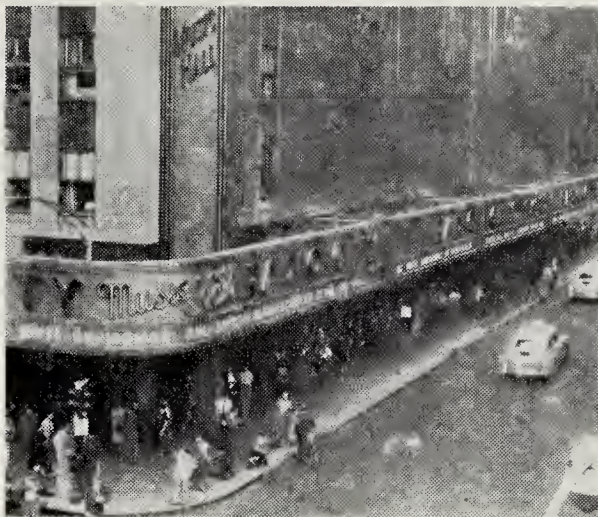
Allied Theatre Owners of New Jersey, Inc., will hold a full membership luncheon meeting at the Ritz Restaurant, Passaic, N. J., on Nov. 18. It will be followed by the well-known industry beefsteak dinner.

At the annual meeting of delegates of the Warner Club, Inc., Karl G. MacDonald, vice-president, Warner International, was reelected president. Others elected were Larry Leshansky, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Don Cherry, vice-president in charge of claims; Harry Mayer, vice-president in charge of social activities; Harry O'Connor, treasurer; and George Schiffer, secretary.

Netti Annixter, secretary to Mike Simons, MGM customer relations head, leaves on Nov. 11 for a vacation in Mexico City.

George Minter, Renown Pictures, Limited, arrived over the weekend to confer with Richard Brandt, vice-president, Trans-Lux.

C. Robert Fine, president, Perspecta Sound, Inc., left for Hollywood to spend two weeks in conferences with the Motion Picture Research Council and with production executives.



Paramount's "White Christmas" and VistaVision recently enjoyed outstanding opening business at Radio City Music Hall, New York City, as shown above. Lines extended from 50th Street entrance at Avenue of Americas eastward to Rockefeller Plaza and around the corner to 51st Street.

Donald A. Henderson, treasurer and secretary, 20th-Fox, and Mrs. Henderson returned following a six-week trip to Europe.

Leo Greenfield, former U-I branch manager in Albany, joined the sales force at Buena Vista.

David A. Lipton, U-I vice-president, came in from Hollywood for conferences. . . . Barney Balaban, president, Paramount Pictures, returned from Hollywood. . . . Mori Krushen, UA exploitation manager, returned from a trip to Chicago, where he supervised the mid-west premiere of "The Barefoot Contessa," met leading exhibitors and circuit heads, and set campaigns on "Suddenly."

Leon J. Bamberger, RKO's sales promotion manager, and his wife, left aboard the S. S. Santa Paula for a vacation trip to Venezuela.

MacGregor Scott, general sales manager, Associated British-Pathe, which has a joint distribution and production agreement with Allied Artists, left for London following a week in Hollywood during which time he conferred with Steve Broidy, AA president, and other studio executives. He was accompanied by his wife.

Max Fellerman, vice-president and general manager, Lopert Films, Inc., and

operator, Astor, Victoria, and Bijou, Times Square, is in Hollywood.

Robert Aldrich, who directed "Vera Cruz," arrived to cast four girls from Broadway and TV circles for Mickey Spillane's "Kiss Me Deadly," his next directorial assignment. The film is down for UA release.

Samuel Goldwyn has been chosen by the New York State Federation of Women's Clubs to receive a citation for his "outstanding achievements in motion pictures and the high standards he has set for the entire industry" at the "Helmuth Fellowship Dinner," traditional opening event of their annual convention on Nov. 8 in the Grand Ballroom of the Hotel Roosevelt.

New Jersey  
Newark

Sam Engelman, manager, Roosevelt, has resigned from the Stanley Warner Management Corporation to take over the Castle, Irvington, N. J., and the US, Hoboken, N. J. Milton Brenner, manager, Tivoli, will become manager, Roosevelt, and William Kirby has been appointed manager, Tivoli.

B. Borris, relief manager, Stanley Warner Jersey Theatres, will be married at the end of the month. . . . The Ritz and Central are having dish giveaways on Monday and Tuesday nights. . . . The Ritz, Stanley, and Regent, and the Sanford, Irvington, N. J., and Millburn, Millburn, N. J., are having pencil box giveaways.

New York State  
Albany

Frankness crowded sentiment and conviviality at an unusual dinner given Leo Greenfield, retiring U-I branch manager, by the Variety Club and other industry associates. Greenfield began the address of thanks and acceptance (for a wrist watch, presented by co-chairmen Norman Jackter, Columbia manager) in a humorous vein. Jackter, who called Greenfield "my closest friend," found it difficult to put his feelings into words. Al Marchetti, U-I head booker, lauded Greenfield's kindness and thoughtfulness and praised his direction of the exchange. Sylvan Leff, introduced as a speaker for exhibition, referred to Greenfield's high marks in U-I campaigns. Jack



At the recent testimonial dinner tendered Charles Boasberg, new vice-president and general manager, Distributors Corporation of Amercia, by exhibitors at the Sheraton Astor Hotel, New York City, were seen, left, Fred J. Schwartz, DCA prexy, making a point and drawing a laugh from Boasberg, left, and Irving Wormser, and, right, Boasberg, standing and embracing, left to right, Sam Rinzler, Wilbur Snaper, and Harry Brandt.



Goldberg, MGM resident manager, and Chief Barker Jules Perlmutter joined in the encomium for Greenfield. Among others attending the dinner were Ray Smith, WB manager, and Harry Lavigne and Jimmy Moore, WB salesmen; Dan Houlihan, Paramount manager, and Howard Smidt and Gordon Bugie, Paramount salesmen; Max Westebbe, RKO manager, and Howard Goldstein, RKO salesman; Clayton Pantages and John Wilhelm, 20th-Fox salesmen; Jack Sussman, Columbia salesman, and Milt Levins, Columbia booker; Ralph Ripps, MGM salesman, and Frank Carroll, MGM office manager; Bob Adler, Allied Artists booker-salesman, and Rudy Bach, AA salesman; Gene Lowe and Bob Friedman, U-I salesman, and John Capano, U-I booker; Burt Toppal, United Artists salesman; Harry Lamont, Lamont Theatres; Morris Klein, Hi-Way Drive-In, Coxsackie, and Mountain Drive-In, Hunter; Irwin Ullman, Mohawk Drive-In manager; attorney Lewis A. Sumberg; Sidney Urbach; George Schenck, Tri-State Automatic Candy branch manager; Jack Hamilton, Berlon Vending manager; Charles A. Smakwitz, Stanley Warner zone manager; Nate Winig, former chief barker, Variety Club; Aaron Winig; Fred G. Sliter, retired 20th-Fox salesman; and Arthur Green. Nat Rosen, 20th-Fox manager, and Arthur J. Newman, Republic manager, could not attend.

The Variety Club will be directed for the next year by a crew of experienced men, elected at a meeting in the Clinton Avenue headquarters. It comprises Jack Goldberg, MGM resident manager; Norman Jackter, Columbia branch manager; Sylvan Leff, owner, Highland and Rialto, Utica, Town and Black River Drive-In, Watertown, and upstate representative for Realart; George Schenck, Tri-State Automatic Candy Corporation branch manager; Irwin Ullman, manager, Fabian's Mohawk Drive-In; Lewis A. Sumberg, attorney, and Sidney Urbach, certified public accountant; Aaron Winig, State Tax Commission aide; Leo Greenfield, former U-I branch chief; Arthur Green, proprietor, Green's Wine and Liquor Store; and William Wennar, loan company man and Amateur Athletic Union workers. Jackter, Schenck, Sumberg, Urbach, Leff, and Winig served on the retiring crew; Greenfield, with the 1953 group.

Jim Pierson and Gordon Bugie (Albany salesmen) surveyed Plaza and Proctor's in Schenectady, and Troy and Proctor's in Troy, for Vista Vision.

Ted Kuczynski is new assistant manager, Delaware, Stanley Warner art house, directed by John Brousseau. . . . Sidney Dwore is concentrating on operation of the Cameo, Schenectady, after doubling during the summer as buyer-booker for the Mountain Drive-In, Loch Sheldrake; Spar Drive-In, Saratoga; Dix Drive-In, Hudson Falls; Skyline Drive-In, Port Henry; and Valley Brook Drive-In, Lowville. Dwore's eyes light up when he talks about his son Martin, who played on the World's Champion Little League team of Schenectady.

Paul V. Wallen installed a 30-foot-wide screen in the Grand.

## EYEING THE

# Exchanges

NEW YORK—Allied Artists switchboard operator Marge Downing resigned to await the stork in November. Officeites presented her with a gift.

UNITED ARTISTS — Booker Sophie Bochilo's son Murray, back from Washington, expects to take the police examination here. . . . Booker's secretary June Hill is fixing up her new home after returning from her honeymoon. . . . Clerk Tom Kneitel wrote an article about UA for the NYU newspaper.

FAVORITE—Secretary Jean Harris said "yes" to Sid Gelfand and the couple plan to be married on Nov. 24. The prospective groom is a teacher at Wayne Junior High School, New Jersey. . . . Former booker Gloria Korn Finkleman became the mother of an eight-pound boy, Michael. . . . The organization is readying the Filmakers production of "Crashout" for November. . . . Assistant booker Sherry Shenendorf was on the sick list.

20TH-FOX — Inspectress Lena Olando entered Misericordia Hospital in New York for surgery. . . . Ann Buchdahl, booker's clerk, resigned. . . . Bookers and salesmen received a week's salary as a result of the recent quota drive.

MGM—Birthday greetings go to head booker Harry Margolis on Nov. 4. . . . Office manager Sidney Stockton was re-

## Buffalo

Basil Theatre Circuit held the first managers meeting of the Fall season in their offices in Basil's Lafayette building. Prior to getting down to the business of the day, cocktails and luncheon were served. The managers and office personnel were addressed by C. J. Basil, president; B. J. Basil, vice-president; and T. J. Basil, treasurer and concessions head. The guest speaker was Sidney Pfeifer, attorney for the organization. In addition, various phases of operation were discussed by G. M. Westergren, assistant general manager and V. Spencer Balser, film buyer and head booker. Those in attendance were George Mackenna, general manager, Lafayette, and his staff, including Bill Brereton, publicity director; George Simon, house manager; and Lorraine Gardiner, secretary. Basil Community Theatre managers in attendance were John Haimperl, Apollo; Richard Miller, Victoria; Robert Grochowiak, Genesee; Alfred Cerankowski, Strand; George Kraus, Varsity; Ronald Haimperl, Colvin, Kenmore; and John T. Basil, LaSalle, Niagara Falls. Unable to attend were Harold Murphy, Roxy, and Everett Tanner, Broadway. The office staff present included Mary Armbruster, office manager; Edith Jaeger; Helen Jackson; and Gertrude Pike. Other meetings are planned for every month, the Basil policy for many years.

## Gloversville

Tragedy struck in the family of Mrs. J. Meyer Schine, wife of the president,

covering from minor surgery. . . . The film room had a birthday party for head shipper Gerard Lee.

U-I—Jon Mayer, son of salesman Fred Mayer, is managing the Michigan Tech basketball team which recently played the Harlem Globetrotters.

PARAMOUNT—The new ledger clerk, Janice Abolafia, is a June grad of Flushing High.

COLUMBIA — Assistant cashier Cliff Pierce returned from his Florida sojourn. . . . Birthday congrats went to booker Irving Barron and cashier Irving Spanier. . . . Officeites sent a get-well card to Sylvia Needel, secretary to Nat Cohen, recovering at home.

RKO—Head booker Bill Hartman will be taking an extra week vacation in Fridays. . . . Booker Murray Blutrigh won a Hi-Fi speaker system as a door prize at the Audio Fair.

WARNERS—Rita Levy, secretary to Norman Ayers, marks her natal day on Nov. 4. . . . Lee Mayer, New Jersey salesman, returned from his southern tour vacation.

RAMBLIN' 'ROUND—Jack Zide, Detroit franchise holder for Realart, was visiting. . . . Morris Weinstein, former Eagle Lion salesman, was also seen. . . . "Outlaw Territory," a Realart release, will go on the RKO Circuit on Nov. 17 to 20. . . . Republic's switchboard operator Irene Anastasiou's current rage for football is due to influences of her Columbia player beau. . . . Officeites from Bonded formed a bowling club to meet every Tuesday. —J. A. D.

Schine Circuit and Schnie Hotels, when her brother, Milton Feldman, 47, was stricken with a heart attack, lost control of his automobile, and struck a tree. Police summoned to the scene found him dead when they arrived. The car was badly damaged.

## Norwich

Carl Dickerson, Schine's Colonia, recently obtained a full page in his local newspaper editorially heralding his fall festival of hits. In addition, local industries came through with an accompanying coop ad page. Further, the local paper printed an editorial about the industries paying tribute to the Colonia, proving once again that good pictures make good public relations.

## Troy

Richard Murphy, new manager, Fabian Proctor's, had a Hallowe'en Eve horror show, at \$1 admission. . . . Joseph Stowell, Lincoln lessee, installed CinemaScope.

## Utica

Utica, Stanley Warner theatre, dark for more than a year, was to be re-lighted for a weekend engagement of the famed and very popular stage musical, "Oklahoma."

## Watertown

The Liberty, operated by Peter Vournakis, closed for three days to make changes in connection with CinemaScope.



## NEWS OF THE

## Territory

Philadelphia  
Crosstown

Police foiled a break into the President. One of the burglary suspects surrendered; but the other made good his escape. Police caught them trying to break into a rear exit door.

Several A. M. Ellis neighborhood theatres, as well as some Stanley Warner neighborhood houses, are now holding cooking schools as matinee draws.

Sid Blumenstock, Paramount advertising manager, was in for the opening of "White Christmas," Randolph.

The New Penn, recently closed, may be dismantled as a theatre.

Bill Kanefsky, manager, Studio, is handling a 10-minute free subject in color, "Inflation," for the 20th-Century-Fund. The reel may be obtained through Jack Jaslow.

Ted Schlanger, SW Philadelphia zone manager, left for a short visit to Tampa, Fla., to see his new granddaughter, born to Mr. and Mrs. Samuel Sugarman.

William I. Greenfield reopened the newly refurbished and redecorated Riviera, Manayunk.

## Vine Street

John P. Byrne, MGM eastern sales manager, was in at the local exchange.

John (Jam Handy) Golder was around again. . . . Harry Brillman, Screen Guild, was enthused over Filmakers' "Private Hell 36" going into the SW Stanton. He said that the first release of American Releasing Corporation, for which Screen Guild has the area franchise, will be "Fast and Furious," with John Ireland and Dorothy Malone.

Condolences are extended to Lillian Boehmler, Warners' contract clerk, whose mother passed away, and to Marion Wojhar, Warners' general clerk, whose father died.

Plans for the 40th anniversary dinner to be tendered Ulrik F. Smith, Paramount branch manager, and Oscar Morgan, Paramount short subjects general sales manager, were progressing nicely. The affair will be held at the Bellevue-Stratford Hotel on Nov. 8 by a group of exhibitor friends and officials from Variety Club, Tent 13.

Dave Rosen is handling "The Stratford Adventure," with Alec Guinness.

District of Columbia  
Washington

Highlights from the campaign on "White Christmas," RKO Keith's, were the promotion of a new \$1,000 juke box, which was stocked with records from the picture and played for 10 days in advance and during the showing. The

Lou Goffman Heads  
Philadelphia Variety

PHILADELPHIA — Louis J. Goffman, a member of the law firm of Wolf, Block, Schorr and Solis-Cohen, was elected chief barker, Variety Club, Tent 13, at a meeting of the crew.

Others chosen were Max Gillis, AA branch head, first assistant; Harry Romaine, Progressive Electric, second assistant; George Beattie, William Goldman Theatres, dough guy; and Mickey Lewis, National Theatre Supply, property master.

playing of records on the outside of a theatre is prohibited here, but this was circumvented by using the line "Give Your Less Fortunate Neighbor A White Christmas. Give To Your Community Chest." Special screenings were set up for disc jockeys and TV personalities, newspaper people, and record dealers. A tieup was made with the popular Billy Johnston TV show over WTOP-TV. A Santa Claus drawing contest was featured and Johnston gave as prizes albums from "White Christmas" promoted from the Super Music Stores, plus two \$25 dresses for the ladies promoted from Lansburgh's department store. This store ran an 800 line ad on opening day plugging the picture and the Natlyn dresses which are replicas of dresses worn in the picture. In addition, the store devoted two windows to the film, and also used inside the store displays. Stickers were placed on all juke boxes in the area plugging the song "Count Your Blessings" and the opening. A tieup was also made with Super Music Stores whereby they ran a full page ad in the show section of The Washington Post Sunday before opening. They also gave additional window displays in two main stores. Decca Records issued a life-size cut-out of Bing Crosby plugging his anniversary album. Arrangements were made with Decca distributors to place 18 inch circles plugging "White Christmas" on 50 of the cut-outs in the best locations in the territory. Circles, of course, carried theatre and playdate. The doorman was dressed up as Santa



Irving Berlin, second from left, was in Philadelphia recently to engage in advance newspaper and radio-TV promotion on Paramount's "White Christmas," the first film in VistaVision. He is seen here with, left to right, George Beattie, William Goldman Theatres; Bud Hissner, Academy, Lebanon, Pa.; and Ulrik F. Smith, Paramount branch manager.

Claus and Christmas atmosphere was created at the theatre. Santa visited the newspaper critics and also served as live street bally. The newspapers were liberal with space on this feature, due to the unseasonably hot weather and the idea of Santa Claus and "Christmas" coming to town. Some beautiful models were worked into the Santa stunt and termed his "helpers." Many other window displays were obtained and dash cards used on streetcars, placing of street banners, etc., were other facts of the campaign.

Sid Blumenstock, Paramount advertising manager, was in for the opening of "White Christmas," Keith's.

Richard O. Schmidt, with the Army and Air Force Motion Picture Service for over 30 years and most recently Washington regional manager, has been named New York regional manager.

Delaware  
Wilmington

Ben Shindler, Ace, announced the appointment of William S. Kaminski. . . . The Kerry was the area's first drive-in to close for the season. . . . The Brandywine Drive-In held a car give-away. . . . Lewis S. Black, city manager, SW Theatres, was contacting the trade for contributions to the United Community Fund of Northern Delaware

—H. L. S.

Maryland  
Baltimore

Leon Back, head, Rome Theatres, and president, Allied Motion Picture Theatre Owners of Maryland, is about to become owner of a new radio station. He is president, 1360 Broadcasting Corporation, and the FCC has already granted a construction permit.

Stanley Baker, head, Hicks Baker Theatres, is a grandfather for the first time. His daughter, Mrs. John Recher, Hagerstown, Md., became the mother of a son at Washington County Hospital.

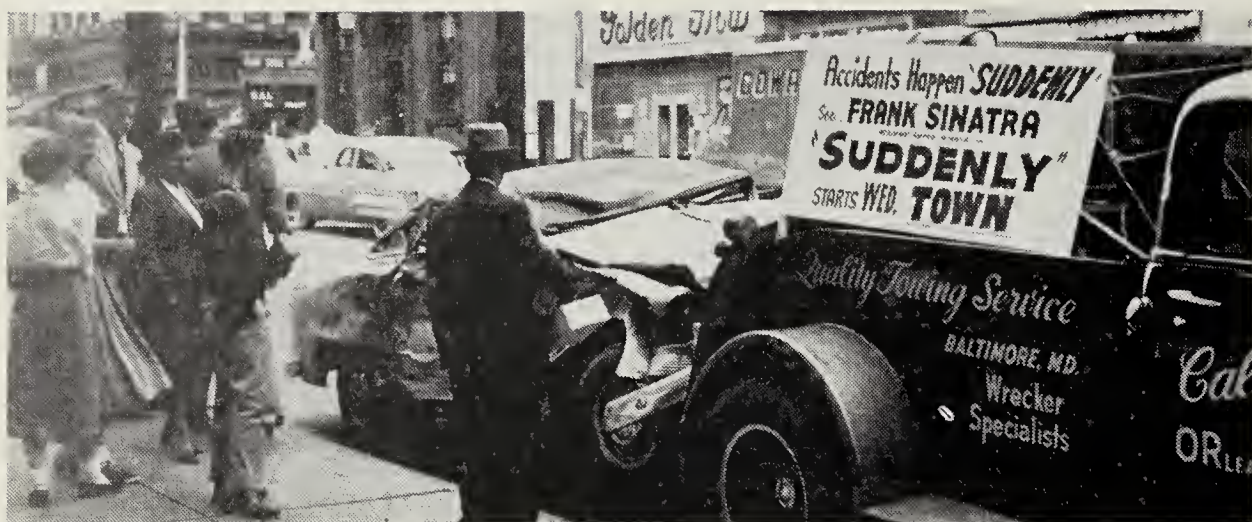
Mayer Freidman is the Rialto's new manager. He formerly was at the Windsor. . . . Harry Daniel, Boulevard, is on a motor trip to Texas for a visit with his mother. . . . Jerome L. Cluster, Capitol, has returned from a Miami Beach, Fla., honeymoon with his bride, the former Miss Dolores McVey.

Max Cohen leased the Windsor and, after redecorating it, reopened to cater to Negro patronage. . . . Lucien Mercier is a new assistant at the Branch Drive-In, Clinton, Md. . . . Mike Leventhal, Capitol, and Jack Whittle, Avenue, were in Washington.

Otis Matthews, Rialto projectionist, returned to recuperate from surgery at Doctors' Hospital. . . . Gregory Kamen, York, is receiving condolences of friends. His wife passed away while a patient at Luthern Hospital.

The Maryland State Board of Motion Picture Censors granted Columbia "the privilege of deleting" a term offensive to the Negro race from one of its films, according to chairman Sidney R. Traub. In the picture, "Bamboo Curtain," the





Richard Dizon, manager, Town, Baltimore, Md., got in a great plug for United Artists' "Suddenly" and a safe driving campaign when he tied up with a towing service, bannered its truck appropriately on its sides, "Accidents Happen 'Suddenly,'" and, with wrecked car behind, attracted wide attention as it toured the town.

word "nigger" is used. Traub made it clear he would have pulled out the film scissors himself if Columbia had not done so. Columbia has agreed to delete the word, not only in films to be shown in Maryland but in every print of the film in the country, said Traub.

Joe Grant, owner, Northwood, is contemplating a trip to Canada.

—G. B.

### Federalsburg

Pearl Bryant, Schine's Federal, succeeded in getting an editorial in The Federalsburg Times which pointed up the new movie season.

### Leonardtown

The Waldorf, Waldorf, Md., has installed CinemaScope. The house is now leased from Ike Weiner by Manney Lewis. . . . Johnny Levy is now assistant manager, Plaza, Lexington Park, Md., and Billy Anosen has been switched to the Park. . . . George Morgan Knight, Jr., MOTION PICTURE EXHIBITOR's southern Maryland correspondent, has been named area correspondent for The Washington Post and Times Herald as well as for United Press. Joan Bradburn is the new cashier at the Park, Lexington Park, Md.

### Salisbury

Joe McCann, Schine's Wicomico, had an outstanding campaign on "Rear Window" which featured "Rear Window" photo contest for which he tied up with a local photographic studio. The three winners were awarded prizes.

In addition, the winning photos were displayed in the camera shop window for a week, with suitable copy. The theatre awarded passes to the runners-up.

The contest was picked up by the local station, roughly, \$200 worth of free publicity. The night time disc jockey plugged the contest three times nightly during his show, which is directly beamed at the high school crowd, suggesting to wives and mothers that they have their teen-age children or relatives enter the contest. The station also played "Lisa" on afternoon and night time shows. McCann also tied up with a local music store for a window on the picture, particularly "Lisa," and also had a window for a sporting goods store on the binocular angle. The local weekly paper ran its "Inquiring Photographer" using the question, "James Stewart in

a current movie sees a crime committed from his 'Rear Window.' What is the most interesting thing you've seen from your 'Rear Window'?" The newspaper also gave a two-column scene mat on this, as well as a reader.

### Pennsylvania Allentown

"Are our children learning that truth and honesty are the basics in the modern way of life?" was a question asked of 800 educators by Dr. Hubert H. Race at the opening program of the Business-Education program held in the Fabian Colonial. The Colonial, Henry Romig manager, has been the headquarters for the opening session of B-E day for the four years of the educational event's existence.

—M. S.

### Eynon

The Eynon closed indefinitely.

### Harrisburg

The Rio finally closed.

Francis DeVerter, who managed the Rio for a number of years, is due for an out-of-town assignment. Assistant manager Harvey Miller has gone over to the Colonial with manager Jack O'Rear.

"Brigadoon" came to town at Loew's with considerable ballyhoo arranged by manager William Riding and assistant Ken Steckline. A traveling six-sheet toured the city and countryside before the film's opening; a street stunt was staged with a girl garbed in Scottish attire; heralds were given out in an album contest; and in a tieup a shop featured a "Brigadoon" wedding gown.

### Lauritz Garman, Balto. Veteran Passes

BALTIMORE, MD. — The trade last week mourned the passing of Lauritz Garman, a partner in the ownership of the Uptown, Pikes, and Avalon, who died at Union Memorial Hospital following a prolonged illness.

He was an ex-chief barker, Variety Club, and a former present Allied Motion Picture Theatre Owners of Maryland, Inc. He was also active in the Masonic order and a Shriner.

## Philly Art "War" Hits Newspapers

PHILADELPHIA—What appears to be an "art film" battle for patronage has hit town, it was observed last fortnight with, so far, the newspapers the only ones benefitting from some nice display advertising.

Exceptional Films announced a series of "prize foreign pictures, film classics, films of fact and social documentation, of psychiatry and the arts, film poems, experimental films and avant garde efforts, films by distinguished directors of a dozen nations, etc.," at the Franklin Institute, with membership limited and 13 programs through next May.

Cinema Guild promises "unusual cultural films for adults. Ten excellent programs for private showing in the comfort and intimacy of the Wayne Avenue Playhouse," operated by Joe Conway. "You will, as a member, see films by famous directors, by pioneers in avant garde techniques; films of superb artistry; in conception, in scripting, in photography and in recording. Films rarely seen because of their controversial nature. Performances will be held Sunday afternoons and Wednesday nights, once each month. Admission by membership only."

In addition, local theatres currently with art policies are the SW Lane and Commodore, the Green Hill, Hill, Studio, Locust, and a few others.

Dr. and Mrs. Samuel Goldstein, Paytang, Paxtang, Pa., were in Atlantic City on a combination business and pleasure trip.

### Kennett Square

Dave Brodsky is now doing his own buying and booking for the Auditorium.

### Luzerne

The Luzerne closed due to local conditions.

### Myerstown

Samuel D. Giacomo reopened the Hiway.

### New Cumberland

Frank Freistock opened the Shore Drive-In with capacity for 500 cars. Milgram Theatres, Philadelphia, is handling the buying and booking.

### New Holland

Stanley Peters, who also has the Ritz, St. Clair, Pa., is now doing the buying and booking for the Ritz.

### Palmyra

Stanley Warner Theatres did not renew its lease on the Seltzer. H. R. Seltzer and his wife, owners, are now operating it themselves.

### Reading

Up in Schuylkill Haven, with one theatre, borough council put in force a curfew law, barring youngsters from the streets after nine p.m., except when accompanied by parents, every weekday night. Sunday is excepted.





Monsignor John J. McKenna, secretary, Legion of Decency, recently presented a commendation to Lester Isaac, director of exhibition for "Cinerama," during the first anniversary of its showing at the Boyd, Philadelphia. Hal Grossman, managing director, watches the presentation.

Post C. Travelers Protective Association engaged the Strand, Kenneth Hinkle, manager, for its annual show for boys and girls on Oct. 30 in observance of the association's "Child Accident Prevention Week."

Reports say that the Reading Consistory, Scottish Rite Masons, is planning to move from the Plaza to the Rajah Theatre. Masonic bodies own both theatre buildings and opinion among the membership is divided on the proposed change.

Considerable damage was done to the two drive-ins near here, one at Mount Penn, Pa., and the other in Muhlenberg Township, north of the city line. Fences, small buildings, and other fixtures were damaged, but in both locations the screens, one of steel and the other of wood, were unharmed.

Eugene Plank, here and in Harrisburg, Pa., in alternate seasons, will become assistant manager, Embassy, here, after the season for the Reading and Mount Penn Drive-Ins, which he managed, closes. He will take the place of the recently deceased George Gross, assistant to manager Paul E. Glase.

## Scranton

According to an announcement by J. J. O'Leary, general manager, William Butler has been named Scranton city manager in charge of the Comerford and Capitol, with Bud Irwin, formerly of the Comerford, reportedly being named manager, Hollywood, Pottsville, Pa. Butler's new position will place the neighborhood theatres on a basis of individual responsibility, which is associated with the new policy of the theatres. It was also announced that Lloyd Hause has been named Wilkes-Barre, Pa., manager, succeeding William Walsh, who resigned. James Reilly, former manager, Penn, has been advanced to manager, Comerford, succeeding Hause. O'Leary also reported that the Sunbury, Pa., district headquarters were being shifted to Milton, Pa., resulting in the transfer of a number of managers and assistant managers.

Rev. M. E. Kilcullen, Pastor, Holy Rosary Church, celebrated the Nuptial Mass that followed the marriage cere-



Columbia's "Pushover" gained considerable notice in the recent shopping district opening day at the Mayfair, Baltimore, Md., when this young lady from a local modeling school, carrying an appropriately marked parasol, was used for street bally.

mony of Miss Mary Nolan, Comerford, and Patrick Walker, Internal Revenue Department, formerly of the Comerford accounting department.

The father of Comerford's Florence Breslin, Tom Breslin, was discharged from the Hahnemann Hospital. . . . Kerry Cronin, son of Tom Cronin, Comerford comptroller, won second honors in the freshmen class according to a release of the headmaster of the Scranton Preparatory School. . . . The birthday anniversary of Jeanne Hannon, Comerford Booking department, was observed.

During his recent run of "Woman's World," manager Ed McGovern, Comerford, had effective tie-ins with several of the city's stores and marts including a large cooperative ad containing a cut of the film with the Globe Store. Also, a display in the automotive show rooms of Moore-Blatnick, dealers of Lincoln-Mercury, was featured in which several of the choice models were bannered. For

## MPA Elects Diamond, Plans Welfare Drive

PHILADELPHIA — The Motion Picture Associates held an election meeting and buffet super last week at the RKO projection room.

Named to office were Sam Diamond, 20th-Fox branch manager, president; Mort Magill, UA branch manager, vice-president; Shep Bloom, 20th-Fox sales manager, treasurer; and Eugene Ganz, RKO salesman, secretary.

The board of directors now consists of John Turner, UA district manager; Lou Formato, MGM district manager; George Beattie, William Goldman Theatres; Dave Titleman, MGM booker; Lester Wurtele, Columbia branch manager; architect Dave Supowitz; Joe Schaeffer, Republic salesman; and Jack Greenberg, Greenberg Theatres.

Discussed were ways and means of stepping up the welfare fund, with the committee appointed recently for this purpose already reporting some progress. Plans for a forthcoming dinner to aid the fund were discussed and an announcement about this will be forthcoming soon.

his forthcoming "Sabrina," enterprising McGovern has arranged with Dolitsky of this city to have a lobby display of Edith Head designed gowns that are featured in the film and which are regularly stocked in the store. All display windows of the store will also show Edith Head gowns as well as a profusion of window cards ballying the film.

A general get-together and pep meeting was held last week in Pottsville of all Penn-Paramount district managers,



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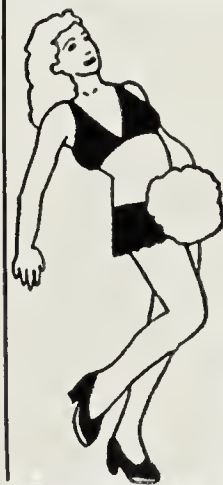
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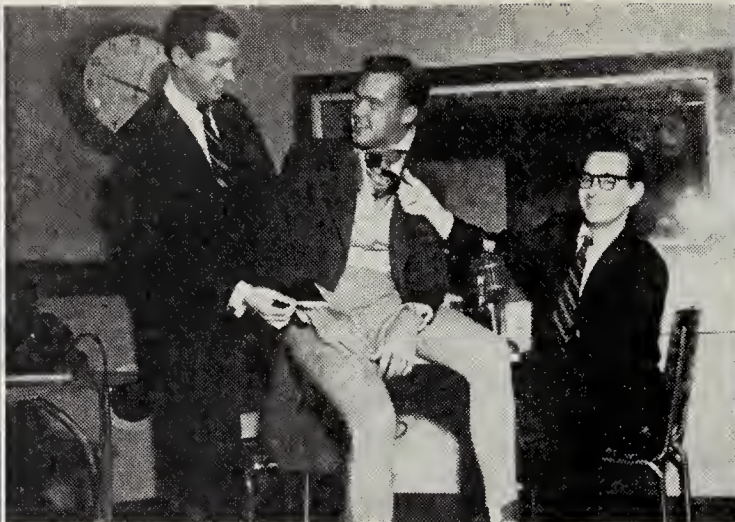
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Some of the highlights of the world premiere of MGM's "Beau Brummell," Middtown, Philadelphia, are shown above. On the left is the marquee and front of the theatre; in the center, Harry Smith and Jerry Williams, radio station WIP, are seen chatting with MGM's touring "Beau Brummell" model; while,

on the right, the model, dressed in one of the original costumes from the film as worn by Stewart Granger, is seen with Tom Moorehead, WFIL-TV. Four TV stations and six radio stations were covered by the touring model. This and other effective campaign tieups aided the opening.

managers, and assistants at which Ben Rosenberg, general manager, presided. . . . Neil Conway, manager, Riviera, is scheduled to have his customary spook show on Oct. 28 in observance of Hallowe'en.

Tom Jones, manager, Strand, is in charge of the theatres division of Lackawanna Valley Federated Community Chests drive. . . . Rialto's John Brady is ill. . . . Veteran Strand employe Tom Kelly is convalescing at home. . . . Mary Ann Gilmartin has returned to the Rialto, succeeding Nancy Merrick, who is now at the Roosevelt. . . . Emmett Hart, Comerford Company, is the possessor of a spanking new 1955 Ford. . . . Tom Clonan, Comerford Drive-In, became a father when Mrs. Clonan gave birth to a baby son. Mrs. Paul Tighe, wife of the Westside's manager, served as Godmother.

The screens at both the Midway Drive-In, Scranton Wilkes-Barre Highway, and at the Starlight Drive-In, Tunkhannock, Pa., were among those that tumbled in the wake of Hurricane Hazel. . . . John Bushko, prominent business man, and one time owner, Holland, Old Forge, Pa., also a brother of George Bushko, Eyvon, is dead. . . . A former employe of the Westside, now retired, Jon Roberts, Upper Darby, Pa., is visiting friends here. . . . A party at home was tendered Phyllis Woloszyn, Strand, in observance of her birthday.

### Shamokin

John F. Gillespie, general manager, Victoria Amusement Enterprises, was elected president, Northumberland County Unit, American Cancer Society, at an annual meeting at Shamokin Hospital.

### Tamaqua

The Majestic reopened under the direction of Anthony Sacco and Charles

O'Donnell. Milgram Theatres, Philadelphia, is handling the booking and buying.

The Victoria Amusement Company closed the Tamaqua.

### Tremont

Henry A. Snyder is now doing his own buying and booking for the Tremont.

### Valley View

National Service Corporation, Philadelphia, is now doing the buying and booking for Earle W. Williams' Midland.

### Wilkes-Barre

Norman Kaplan reopened the Buttonwood, Buttonwood, Pa.

### Virginia Belle Haven

Burleigh Mears has installed four-track RCA stereophonic equipment in his Idle Hour. The Idle Hour is the only theatre equipped for stereo sound on the Eastern Shore of Maryland.

### Danville

The 360 Drive-In has just completed installation of new RCA wide arc lamps and has enlarged the screen to accommodate CinemaScope. Extra blower and heat deflection equipment and water cooling gives the 360 the same equipment as that being used by the Westbury, Long Island. At the 360, RCA Cinemaplastic screen coating was applied by Elmer H. Brient and Sons, Inc., Washington, D. C.



Mayor D'Alesandro, Jr., Baltimore, Md., recently presented a key to the city to Jan Sterling, star, Allied Artists' "The Human Jungle," when she visited during the premiere of the film at Keith's.

### Richmond

Tom Baldridge, MGM, advises that the Old Dominion now has a real forest preserve in the 900-acre northeast slope of Goshen Pass. The area was officially accepted by the State recently with about 200 persons witnessing the unveiling of a plaque in honor of the Perry Foundation, Charlottesville, which donated most of the money that brought about the preservation of the beautiful area and saved its beauty from the saws of timber cutters. The bronze plaque expressing the gratitude of Virginians to the foundation is attached to a large boulder near the Maury Monument and reads: "In grateful appreciation to Hunter Perry, Lillian Perry Edwards and the Perry Foundation, Charlottesville, Va., through whose generosity the natural beauty of the northeast slope of Goshen Pass is preserved for posterity." Hunter Perry operated the Dominion Theatres for Paramount at Newport News, and Charlottesville, Va., for a number of years.

### Variety Club Tent 13, Philadelphia

At a general membership meeting the following crew was named to serve for 1955: George Beattie, William Goldman Theatres; Roger Clitt, WFIL; attorney Sylvan M. Cohen; Mike Felt; Maxwell Gillis, Allied Artists branch manager; Louis Goffman, attorney; Jack Greenberg, Greenberg Theatres; Mickie Lewis, National Theatre Supply; Leo Posel; Harry Romaine; and Lester Wurtele, Columbia branch manager. Felt was elected delegate and Greenberg, alternate. The crew, as is customary, met later to elect new officers.

The official appointment of Robert Adleman as director of publicity of International Variety Clubs was announced. The office was created at the mid-winter meeting of the executive board. Its specific purpose will be to coordinate the work of the Press Guys in each of Variety's 45 Tents with the office of International Press Guy Ben Goffstein, Las Vegas, and to arrange for national news coverage of Variety events. A partner in the advertising agency of Lohmeyer, Adleman, and Montgomery, Adleman has been active in Variety Club affairs for the past 10 years.





## ALLIED ARTISTS

### The Bob Mathias Story

BIOGRAPHICAL  
DRAMA  
80M.

ESTIMATE: Satisfactory sports yarn for the duallers.

CAST: Bob Mathias, Ward Bond, Melba Mathias, Ann Doran, Howard Petrie, Diana Jergens, Paul Bryar, Harry Lauter, Anne Kimbell. Produced by William E. Selwyn; directed by Francis Lyon.

STORY: In a small California town of Tulare, Bob Mathias, a high school student of 17, decides to enter the try-outs for the American team in the Olympics. Coach Ward Bond encourages the boy's hopes and gives him a thorough training agenda. Mathias' parents Howard Petrie and Ann Doran are concerned about their son's health but finally agree to the rugged schedule before him. The boy becomes part of the team. At Wembley, England, with his parents in the stands, Mathias comes out top scorer in the decathlon. A celebrity, he returns to his home town to receive a rousing welcome. However, he also learns that his application for Stanford University was turned down. He breaks off with his girl, Melba Mathias, and goes east to a prep school to make up his requirements. The next year he is admitted to Stanford where he again meets Melba. She refuses to see him, but eventually they become engaged. Deciding to settle down, he refuses to enter the 1952 games, but pressure from his friends and Melba convinces him to change his mind. At Helsinki, Mathias wins the decathlon, the only one ever to do it twice. Mathias returns to take on the marine uniform.

X-RAY: Although there is not much of dramatic material here in this true story of Mathias, the simple success story of a youngster might appeal to sports fans with Mathias and his wife playing themselves as an added asset. Both, it might be said, are at ease before the cameras. For the lower half, this should be a satisfactory entry. Richard Collins wrote the story and screen play. Maximum aspect ratio: 1.85 to 1.

AD LINES: "Bob Mathias, The Only Person Ever To Win The Olympic Decathlon Twice"; "The True Story Of A Youngster's Magnificent Success Before The World"; "The Dreams And Success Of An American Boy."

### Killer Leopard (5412)

ADVENTURE DRAMA  
70M.

ESTIMATE: Routine series offering.

## MOTION PICTURE

# EXHIBITOR

SERVICE SECTION

*The original Pink Section evaluations of features and shorts*

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SECTION TWO  
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NOVEMBER 3, 1954

CAST: Johnny Sheffield, Beverly Garland, Donald Murphy, Barry Bernard, Leonard Mudie, Smoki Whitfield, Russ Conway, Rory Mallinson, Roy Glenn, Harry Gording, Charles Stevens, Bill Walker. Produced and directed by Ford Beebe.

STORY: Beverly Garland, American film actress, arrives in Africa in search of her husband, Donald Murphy, who has embezzled money in America. She learns that he has gone into the jungle, probably to a diamond mine, with a crooked guide. At the commissioner's headquarters, she meets Johnny (Bomba) Sheffield, who volunteers help. During their trek through the jungle, they are menaced by a leopard which Sheffield finally kills. Murphy arrives at the diamond mine and concludes a deal to buy some uncut diamonds. Sheffield and Garland pursue Murphy until they overtake him. Murphy tries to kill Sheffield, but government police intervene. Murphy is put under arrest.

X-RAY: A routine entry in the "Bomba Of The Jungle" series, this offers the usual thrills and animal fights. The players give adequate performances. Ford Beebe, who also produced and directed, wrote the screen play. Maximum aspect ratio: 1.85 to 1.

AD LINES: "A Killer Leopard Stalked The Jungle To Kill Anything In Its Sight"; "A Perilous Journey"; "A Beautiful Actress Comes Thousands Of Miles To Save Her Husband, But Finds He Is A Scoundrel"

## COLUMBIA

### The Affairs Of Messalina

HISTORICAL  
DRAMA  
108M.

(Italian-made) (Dubbed in English)

ESTIMATE: Import will find slow going.

CAST: Memo Benassi, Maria Felix, Georges Marchal, Jean Chevrier, Jess Tissier, Michel Vitold, Giuseppe Varni, Germaine Karjean, Delia Scala, Erno Crisa, Camillo Pilotto, Carla Ninchi, Ave Ninchi, Cesare Barbetti, Gina Saltamerenda. Produced by Produzione Gallone, Rome, and Filmsonor, Paris; directed by Carmine Gallone.

STORY: Revolving about the oversexed Maria (Messalina) Felix, fifth wife of Roman emperor Memo (Claudius) Benassi, this covers some of her affairs in the court and in brothels, with Georges (Caius) Marchal her principal favorite. Because of a prediction, Benassi is willing to divorce Felix and let her wed Marchal, but, in a showdown after the Roman games and the wedding of Felix to Marchal, Benassi marches on Rome to stop a threat to his crown. Marchal is murdered, while Felix dies a suicide.

X-RAY: This Italian import may be played in a few situations, Italian and art, but for the run of the mill it isn't suitable material despite the sex overtones and the usual type of production associated with film of Roman days. The dialogue, dubbed in, is easy to understand for

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\*AS USUAL! The most useful and "theatre-wise" services will always come from the theatremen's most serviceable weekly!



the most part, but the general nature of the whole piece restricts it. The story is by Carmine Gallone. First reviewed in THE SERVICESECTION of June, 1953, this is reprinted for the record since Columbia now has the film on its current release schedule.

TIP ON BIDDING: Lowest bracket.

AD LINES: "History's Most Wicked Woman"; "She Was A Dangerous Dame . . . With A Crown As Her Prize"; "She Wanted Men In The Worst Way . . . And Achieved Her Goal."

## The Black Knight (719)

COSTUME  
MELODRAMA  
85M.

(Color by Technicolor)  
(Filmed in England)

ESTIMATE: Period meller with Ladd has the angles.

CAST: Alan Ladd, Patricia Medina, Andre Morell, Harry Andrews, Peter Cushing, Anthony Bushell, Laurence Naismith, Patrick Troughton, Bill Brandon, Ronald Adam, Basil Appleby, Thomas Moore, Jean Lodge, Pauline Jameson. Produced by Irving Allen and Albert R. Broccoli; directed by Tay Garnett.

STORY: In the days of King Arthur and his knights on the estate of nobleman Harry Andrews, his wife, Pauline Jameson, and their daughter, Patricia Medina, there lives commoner Alan Ladd, who is an expert sword and armor maker. A horde of attackers dressed as Vikings attack the castle and kill Jameson, which upsets Andrews mentally. Medina and Ladd are in love and when she sees him riding off in pursuit, she thinks him a coward and refuses to see him again. Ladd follows the leaders of the assault, Peter Cushing, and his servant, Bill Brandon, to the castle of Anthony (King Arthur) Bushell, and accuses Cushing and Brandon of the evil deed. He is laughed off but is granted time to prove his accusations. Bushell believes the attackers were Vikings but in reality they were soldiers of Cushing and king of Cornwall Patrick Troughton, who are in league to overthrow Bushell and capture the throne. Knight Andre Morell befriends Ladd and teaches him the art of battle in armor. Ladd disguises himself as The Black Knight and makes a reputation for himself. He saves a number of victims from Cushing including Medina without revealing his identity and overhears Cushing and Troughton planning to overthrow Bushell. With Morell's help, he alerts the king, and they are able to turn the tables on the revolt. Ladd is rewarded with knighthood and the hand of Medina in marriage.

X-RAY: There's a good deal of colorful action to be found in this latest Ladd entry as well as an interesting yarn and good direction and production. Although the subject and theme are fairly familiar by now, there probably is still a market, with the Ladd draw to assist, and colorful Technicolor mounting. The story and screen play are by Alec Coppel with additional dialogue by Dennis O'Keefe and Bryan Forbes. There's a ballad, "The Bold Black Knight." Maximum aspect ratio: 1.85 to 1.

TIP ON BIDDING: Better program price.

AD LINES: "The Black Knight" Seeks Adventure And The Hand Of The Lady He Loves In The Days Of King Arthur And His Knights Of The Round Table"; "Action And Adventure In The Days Of Old"; "Alan Ladd In A Great Adventure Thriller As 'The Black Knight'."

## Phffft (715)

COMEDY  
91M.

ESTIMATE: Entertaining comedy has names to help.

CAST: Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak, Luella Gear, Donald Randolph, Donald Curtis, Army

Freeman, Merry Anders, Eddie Searles. Produced by Fred Kohlmar; directed by Mark Robson.

STORY: After eight years, marriage has become boring for TV soap opera writer Judy Holliday and attorney Jack Lemmon. They agree to a divorce, but each finds life unhappy after their parting, she in a house in Connecticut and he sharing the New York bachelor quarters of writer Jack Carson. Each tries out new love interests, he with Kim Novak and she with Donald Curtis, but this fizzles. Carson persuades Lemmon to grow a mustache, drive a sports car, and learn the latest dance steps. Holliday, too, steps out. She also decides to see what effect Carson might have on her romantically and invites him for drinks. When Lemmon hears this, he goes into a jealous rage, but when he arrives, he finds Carson has been sent on his way by Holliday and he overhears her admit she loves Lemmon. They are reconciled.

X-RAY: A sneak audience seemed to enjoy itself thoroughly as this comedy played fast and furious. There are much mugging, pratfalls, and humorous situations, to say nothing of a snappy script, attractive settings, good characterizations, and competent direction and production. The story and screen play are by George Axelrod. Maximum aspect ratio: 1.85 to 1.

TIP ON BIDDING: Better price.

AD LINES: "Phffft" Means Fun Galore For Everyone"; "The Only Woman He Had A Way With Was His Wife"; "Fast And Furious Fun For All When They Go 'Phffft'."

## MGM

### Tarzan Escapes (509)

ADVENTURE DRAMA  
89M.

ESTIMATE: "Tarzan" reissue is adequate for the action houses.

CAST: Johnny Weissmuller, Maureen O'Sullivan, John Buckler, Benita Hume, William Henry, Herbert Mundin, E. E. Clive, Darby Jones, Cheetah. Associate producer, Sam Zimbalist; directed by Richard Thorpe.

STORY: A young woman and man come to Africa and hire a guide to take them through jungle territory to where they think their cousin is stranded. They will inherit a million dollars if the cousin, Maureen O'Sullivan, signs a document. They are also concerned about O'Sullivan, whom they wish to bring back to civilization. The guide, however, undertakes the expedition with the intention of catching Johnny (Tarzan) Weissmuller. After some difficulty, the group arrives at O'Sullivan's tree house, which she shares with Weissmuller. They are welcomed, and when O'Sullivan hears the story, she reluctantly agrees to return to civilization to assure her cousin the inheritance. On the trek out of the jungle, the group splits up and the white guide manages to ensnare Weissmuller. With the aid of his animal friends, he escapes and comes upon O'Sullivan and the party being held by headhunters. He rescues them. The evil white hunter is killed and O'Sullivan learns that she need not really return to civilization if she signs a document.

X-RAY: An early episode in the series, this reissue has held up well enough over the years. With Weissmuller in the pink of youthful vigor and O'Sullivan looking appropriately feminine, this should be an adequate reissue for the action houses. The screen play is based on characters created by Edgar Rice Burroughs. This was originally released in 1936.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Thrilling Jungle Adven-

ture"; "Adventure, Action, And Intrigue Splits The Jungle Into Two Opposing Camps"; "Tarzan Escapes From The Clutches Of An Evil White Man."

### Tarzan, The Ape Man (508)

ADVENTURE  
DRAMA  
102M.

ESTIMATE: Reissue will depend on name draw.

CAST: Johnny Weissmuller, Neil Hamilton, C. Aubrey Smith, Maureen O'Sullivan. Directed by W. S. Van Dyke.

STORY: Maureen O'Sullivan, daughter of trader C. Aubrey Smith, arrives in Africa to see her father and volunteers to accompany her father on a safari to discover the secret graveyard of the elephants. O'Sullivan is kidnapped by Johnny (Tarzan) Weissmuller. She is fascinated, and the two spend some happy days together. Later, she is returned to her father's party. Unfriendly natives capture the group and plan to throw them to a gorilla. Tipped off, Weissmuller arrives to save the party with the help of elephant friends. The elephants then take them to the elephants' graveyard. Smith dies, while O'Sullivan discovers that she is in love with Weissmuller and agrees to stay in the jungle with him.

X-RAY: The first of the series of "Tarzan" films, released in 1932, this reissue has excitement and adventure to offer. Technically, the film is still in good condition. This should be a satisfactory reissue for the action houses or on the lower half. Cyril Hume wrote the adaptation from characters created by Edgar Rice Burroughs. Legion of Decency: "B."

TIP ON BIDDING: Usual reissue price.

AD LINES: "The First Jungle Adventure with 'Tarzan'"; "A Thrilling Safari To The Forbidden Jungle And The Secret Graveyard Of The Elephants"; "They Came For Ivory And Found A Strange Jungle Man."

## PARAMOUNT

### Three Ring Circus (5404)

COMEDY  
104M.

(Color by Technicolor)  
(VistaVision)

ESTIMATE: Team draw will make the difference.

CAST: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Gene Sheldon, Elsa Lanchester, Nick Cravat. Produced by Hal Wallis; directed by Joseph Pevney.

STORY: Dean Martin and Jerry Lewis, army buddies, are discharged, and Lewis heads for a job with a circus hoping someday to become a clown. Martin tags along. Circus owner Joanne Dru hires them to do odd jobs under the direction of manager Wallace Ford. The boys clean up, work for concessions, and care for animals, and Lewis tries his hand at lion taming as well as assisting star clown Gene Sheldon, who is drunk most of the time. Trapeze star Zsa Zsa Gabor takes a fancy to handsome Martin and insists he be made her assistant. Dru is forced to agree although she is romantically inclined towards Martin herself. Lewis pinch hits for a sick clown and gets laughs, which angers Sheldon. Martin through Gabor gets Dru to agree to put gambling concessions on the midway and tries to keep it honest. At a birthday party for Dru, Sheldon tells her either to fire Martin and Lewis or he quits. She tells him to leave and gives Lewis the job. He is a great hit and when he is given top billing, Gabor quits. Dru, unable to battle Martin, who is gaining more and more control of the circus, decides to leave and put the operation



in the hands of Ford. Martin tries to cancel a benefit for youngsters which angers Lewis, and he and the others do the benefit anyway with Dru also showing up. As the show draws to a close, Martin appears to help out, and he and Dru and Lewis are together to stay.

**X-RAY:** This entry isn't the best of the Martin and Lewis series nor the worst, but rather falls somewhere about the middle. There's a minimum of story, gags, and music, with the apparent intent being to depend on circus backgrounds and incidents to carry the ball. It sometimes does, but even the circus setting can reach a saturation point. The story is of average interest with several weak points, the cast is efficient in the assignments, and direction and production are average. Three songs are to be heard, "Ey Punchinello," "It's A Good Day," and "It's A Big Wide Wonderful World." Filmed with the VistaVision cameras, the screen play and original story were written by Don McGuire. Youngsters should get a particular kick out of the film, what with the circus animals, clowns, etc., in evidence. Advised aspect ratio: 1.85 to 1; Maximum aspect ratio: 2 to 1.

**TIP ON BIDDING:** Usual Martin and Lewis price.

**AD LINES:** "Martin And Lewis Join The Circus And Everybody Has Fun"; "Fun For All Beneath The Big Top With Martin And Lewis"; "Jerry Lewis Wants To Be A Circus Clown While Dean Martin Wants To Sing And Make With Romance Beneath The Big Top."

## 20TH-FOX

**Black Widow (423)** MYSTERY  
(CinemaScope) 95M.  
(Color by DeLuxe)

**ESTIMATE:** Good mystery.

**CAST:** Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner, Reginald Gardiner, Virginia Leith, Otto Kruger, Cathleen Nesbitt, Skip Homeier, Hilda Simms, Harry Carter, Geraldine Wall, Richard Cutting. Produced and directed by Nunnally Johnson.

**STORY:** When actress Gene Tierney leaves play producer Van Heflin alone, he meets Peggy Ann Garner, would-be writer, at a party given by actress Ginger Rogers, who stars in his play, and winds up taking her to dinner and giving her advice on writing. She is the niece of actor Otto Kruger, who has a part in Heflin's play. After a week, she gets a job in a cafe, meets Virginia Leith and her brother, law student Skip Homeier, and they seemingly fall in love. She also meets Reginald Gardiner, husband of Rogers, at the theatre and they wind up having lunch. She meets Heflin again and persuades him to let her use his apartment mornings to write until Tierney gets back. When Tierney returns one day, she finds Garner's body hanging in the bathroom. Lieutenant George Raft, in charge of the case, finds that it is murder and all the circumstantial as well as physical evidence make Heflin look guilty. Heflin gets away from the police, digs into Garner's past, and finds enough to make him think that Gardiner might be guilty, but Raft, who has kept abreast of the case and of Heflin, proves at the showdown that the killer is Rogers, who was insanely jealous.

**X-RAY:** A good deal of suspense is to be found in this attractively mounted mystery entry in CinemaScope as well as an interesting yarn that holds attention on high from start to finish, smart direction, and good production, to say nothing of a capable cast. This should please adult

audiences. The screen play is by Nunnally Johnson, from a story by Patrick Quentin. The theme music is "The Dance Of The Seven Veils," from Salome.

**TIP ON BIDDING:** Better program price.

**AD LINES:** "She Wove A Web Around Many People . . . All Of Whom Could Be Guilty Of Her Murder"; "The Mystery Thriller With A Surprise Ending"; "Mystery And Murder . . . In Color And CinemaScope."

## UNITED ARTISTS

**The Golden Mistress** MELODRAMA  
82M.  
(Kay-Rybnick)  
(Print by Technicolor)  
(Filmed in Haiti)

**ESTIMATE:** Okeh programmer for the lower half.

**CAST:** John Agar, Rosemarie Bowe, Abner Biberman, Andre Narcisse, Jacques Molant, Kik, Pierre Blain, Shibley Talamas, Andre Contant, Napoleon Bernard, Andre Germain, and the players of the National Folklore Theatre of Haiti. Produced by Richard Kay and Harry Rybnick, with Sam X. Abarbanel, executive producer; directed by Joel Judge.

**STORY:** John Agar uses his boat to continually search for treasure in the Caribbean, but he is in danger of losing the vessel because of unpaid bills. Abner Biberman, also a confirmed treasure seeker, risks his life by stealing an idol during a voodoo ceremony and sends his daughter, Rosemarie Bowe, to hire Agar and his boat for a treasure hunt. The latter is reluctant, knowing Biberman's inability to pay, and when Bowe becomes insolent, he tosses her in the water and she has him tossed into jail. Biberman, pursued by the voodoo high priest, sends a golden statue to persuade Agar to join in the venture. He agrees, but before they can meet him, Biberman falls a victim to voodoo vengeance. Agar rescues the idol and takes it to a friend, Andre Narcisse, a priest in a fishing village, who tells him the story of the idol and helps him find the road to the treasure by finding the other half of the statue. Narcisse is killed by a snake when he tries to replace the statue. Bowe and Agar find the island of the untamed native tribe and find the treasure as well, but are captured. As they are about to be put to death, the oxygen tank he uses for diving explodes, setting the village afire, and this enables them to escape. They decide that finding each other is worth more than the treasure and sail on into the future.

**X-RAY:** This program entry was filmed in and around Haiti and because of the on-the-spot lensing, it is that much more entertaining with the colorful settings, costumes, customs, and dances. The cast does well in the roles with Bowe looking particularly attractive via a multitude of costume changes. Because of its off-beat theme and suspenseful situations, it should fit well as part of the twin bills. The screen play is by Lew Hewitt and Joel Judge, based on a story by Hewitt.

**TIP ON BIDDING:** Program price.

**AD LINES:** "An Exciting Tale Of Adventure And Treasure Hunters"; "They Were Both Looking For Treasure And Found Each Other"; "Thrill To The Unknown As A Pair Of Young Lovers Go Treasure Hunting."

**The Lawless Rider** WESTERN  
62M.  
(Royal West)

**ESTIMATE:** Weak western for the lower half.

**CAST:** Johnny Carpenter, Rose Bascom,

Frankie Darro, Douglas Dunbrille, Frank Carpenter, Noel Neill, Kenne Duncan, Weldon Bascom, Bud Osborne, Lou Roberson, Bill Coontz, Bill Chaney, Roy Canada, Tap Canutt, Hank Caldwell and his Saddle Kings. Produced by John Carpenter; directed by Yakima Canutt.

**STORY:** Kenne Duncan takes over a town and surrounding territory with the aid of a gang of outlaws. Aid is requested of U.S. Marshal Douglas Dunbrille, but his staff is limited. When deputy marshal John Carpenter returns from a tiring assignment, he pleads that his own ranch needs defending against cattle rustlers. An old girl friend, Rose Bascom, finally writes him for help. It seems she and her brother, Frankie Darro, coowners of a large ranch, have been asked to sell to Duncan, and while the latter is able to talk Darro into selling and coming over to his side, Bascom has proven unwilling. Carpenter disguises himself as a jailed gunman who has been hired by Duncan. The real gunman breaks out of jail. They shoot it out, with Carpenter surviving. Bascom puts on a show to raise some money but Carpenter's real identity is revealed. With the aid of his friends and deputies, he manages to corral the gang after Darro is shot. Duncan tries to get away after throwing a stick of dynamite at Carpenter, who throws it back killing Duncan.

**X-RAY:** This is another one of those entries one has to see to believe. Horses run only to the accompaniment of music, the story is confusing, the editing rough on the eyes and abrupt on the ears, while the cast, consisting of a few professionals and a lot of amateurs with the latter winning out by sheer numerical superiority, is only fair. Direction and production are poor. It was written by Carpenter, and an original song, "Thinking Of You," is to be heard among others.

**TIP ON BIDDING:** Lowest bracket.

**AD LINES:** "He Had A Tough Job As Deputy U.S. Marshal"; "Action . . . And More Action As 'The Lawless Rider' Swings Into Action"; "A Two Fisted Marshal Shows What He Can Do Against 'The Lawless Rider'."

**Operation Manhunt** MELODRAMA  
77M.  
(MPTU Corporation)  
(Filmed in Canada)

**ESTIMATE:** Satisfactory programmer for the lower half.

**CAST:** Harry Townes, Irja Jensen, Jacques Aubuchon, Robert Goudier, Albert Miller, Caren Shaffer, Kenneth Wolfe, Will Kuluva, Ovila Legare, Igor Gouzenko. Produced by Fred Feldkamp; directed by Jack Alexander.

**STORY:** The film is based on an experience of ex-Russian code clerk, Igor Gouzenko (played by Harry Townes) since he went into hiding nine years ago after exposing a Soviet atom spy ring in Canada. Townes and his wife, Irja Jensen, live quietly somewhere in Canada under police protection with no one knowing his real identity including their children, but they are on the alert against reprisals by Soviet agents. The latter do have plans for avenging his betrayal, and secret police agent Jacques Aubuchon is imported to find and kill Townes under the direction of Colonel Will Kuluva and assisted by embassy employe Albert Miller. They attempt to trap him several times through his publisher and friend, Robert Goodier, but fail. Finally, Aubuchon is instructed to write Townes and tell him that he, too, would like to leave Russian control for the freedom of Canada, thus setting a trap. Townes insists on keeping the appointment on the chance the plea is genuine. They rendezvous, whereupon



Aubuchon surrenders to Townes and gives him valued information. Miller, seeing the betrayal, wounds Aubuchon before police capture him. (The real Igor Gouzenko disguised by a hood addresses the audience.)

**X-RAY:** This entry for the program is aided by suspense-filled sequences, authentic settings and backgrounds, good performances, and capable direction and production. While there isn't too much action, the plot should hold interest pretty well from start to finish with the story still attractive though the case made headline history nine years ago. The original screen play is by Paul Monash.

**TIP ON BIDDING:** Program Price.

**AD LINES:** "The Story Behind Igor Gouzenko . . . The Russian Code Clerk Who Destroyed A Canadian Atom Spy Ring"; "Manhunt For Murder"; "An Espionage Thriller Torn From Newspaper Headlines."

## The Steel Cage

80M.

COMPILATION

(Swartz-Doniger)

**ESTIMATE:** For the lower half.

**CAST:** Paul Kelly, Maureen O'Sullivan, Walter Slezak, John Ireland, Lawrence Tierney, Kenneth Tobey, Alan Mowbray, George E. Stone, Lyle Talbot, Elizabeth Fraser, Stanley Andrews, Morris Ankrum, Don Beddoe, Robert Bice, George Chandler, Arthur Franz, George Cooper, Ned Glass, Herb Jacobs, Henry Kulky, Charles Nolte, Gene Roth, James Seay, Charles Tannen, Ben Welden, Ian Wolfe. Produced by Herman Swartz and Walter Doniger and directed by Walter Doniger.

**STORY:** "THE CHEF"—Walter Slezak is the chef at San Quentin and his desserts are the delight of all the inmates. The inmates, in conjunction with someone on the outside, conspire to get Slezak in trouble once he is out on parole so that he would be sent back. With the aid of warden Paul Kelly and wife, Maureen O'Sullivan, Slezak manages to take his place in the world. "THE HOSTAGES"—Prisoner Lawrence Tierney, along with John Ireland and Charles Nolte, attempt a break from San Quentin. Tierney holds two members of the prison board as hostages. Conflicts between Tierney and Ireland end in death for both. "THE FACE"—Arthur Franz, overly zealous prison chaplain, persuades a hardened prisoner to repaint the mural of the last supper in the chapel. The prisoner paints the faces of inmates as those of the apostles. A trusted prisoner friend of Franz is painted as Judas, and the chaplain is distressed until he finds that the trusted inmate is planning a break. The unbelieving prisoner saves Franz from death and is killed himself. The chaplain learns humility and understanding.

**X-RAY:** This tells three stories of prison life, ranging from comedy to melodrama to drama, and although slight and sketchy, they manage to hold interest. Based on "The San Quentin Story," by warden Clinton T. Duffy and Dean Jennings, the screen plays are "The Chef," Berman Swartz and Walter Doniger; "The Hostages," Oliver Crawford; and "The Face," by Guy Trosper.

**TIP ON BIDDING:** Program price.

**AD LINES:** "Three Tales Of Prison Life That Will Make You Laugh And Think"; "Laughs, Excitement, And Drama . . . In 'The Steel Cage'"; "A New And Different Film About The Men In 'The Steel Cage'."

## Twist Of Fate

MELODRAMA

89M.

(Setton)

(Made in France)

**ESTIMATE:** Interesting melodrama has star draw to help.

**CAST:** Ginger Rogers, Herbert Lom, Stanley Baker, Jacques Bergerac, Margaret Rawlings, Eddie Byrne, Coral Browne. Produced by Maxwell Setton and John R. Sloan; directed by David Miller.

**STORY:** Ginger Rogers, ex-actress, lives in a house on the French Riviera lavished on her by international businessman Stanley Baker, who has promised to marry her once his divorce comes through. When she learns that no divorce is forthcoming, she leaves him and drives madly until she almost has an accident. She meets artist Jacques Bergerac, and they are attracted to one another. They see each other often, he teaching her to make pottery, until they fall in love. Herbert Lom, confidence man and friend of Rogers, steals a bracelet from her safe to pay off a debt to a henchman of Baker, who heads an international counterfeiting ring on the side. Baker assumes that Rogers has fallen for Lom. The latter has seen Baker placing large sums in Rogers' safe preparatory to making a getaway with her to a different country and he tries to rob the safe but is discovered by Baker. There is a struggle and Baker is killed, whereupon Lom places the body in Rogers' car intending to destroy the body in Bergerac's kiln. He is caught by Bergerac and held for the police. An accomplice of Baker wounds Lom fatally but he is able to confess to clear Bergerac and Rogers.

**X-RAY:** This is interesting and well-done with the story highly plausible and well-developed until the climax, when logic is thrown to the winds and contrivance enters the scene. The cast is good, as is the direction and production, while the authentic backgrounds and setting assist in the presentation. With a little selling this might wind up better than average since it has a number of saleable angles. The screen play is by Robert Westerby and Carl Nystrom based on an original story by Rip Van Ronkel and David Miller. Incidentally, Bergerac, who makes his film debut with this entry looks good and handles his role capably. Theme song is "Love Is A Beautiful Stranger." Maximum aspect ratio: 1.85-1.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "An Intriguing Melodrama About Love, Action, And Shady Adventure On The French Riviera"; "He Told Her She Was His . . . And If Any Man Dared Take Her Away He Would Kill Him"; "She Had To Love Him Or No One."

## U-International

### Bengal Brigade (501) MELODRAMA

87M.

(Color by Technicolor)

**ESTIMATE:** Okeh programmer.

**CAST:** Rock Hudson, Arlene Dahl, Ursula Theiss, Torin Thatcher, Arnold Moss, Dan O'Herlihy, Michael Ansara, Harold Gordon, Shep Manken, Leslie Dennison, John Dodsworth, Ramsay Hill. Produced by Ted Richmond; directed by Laslo Benedek.

**STORY:** In the winter of 1856, Sepoy troops, part of a brigade of the Bengal Army in India, are ordered to attack the fortress of rebels seeking the overthrow of the British. Too late it is learned that the men have entered a trap. Captain Rock Hudson disobeys orders of Colonel Torin Thatcher and leads troops to the assistance of the trapped men, succeeding in saving them and capturing the fort. Because he disobeyed orders, he is court-martialed and convicted with the

lies told by cowardly fellow officer, Dan O'Herlihy. The sentence amounts to a reprimand, and he submits his resignation. Because the future looks bleak, he breaks with the woman he loves, Arlene Dahl, Thatcher's daughter. Later he learns that the natives plan an uprising, and he is offered command of the troops of Rajah Arnold Moss, rebel leader. Moss learns that he plans a double cross and orders him killed. He is only wounded, however, and cared for by native girl Ursula Theiss. He learns the revolt is in effect and at gutted headquarters he learns that Thatcher, Dahl, and O'Herlihy are safe and in hiding. They are captured, and Moss orders them executed, but the men Hudson once saved from the trap refuse to carry out the order and turn on Moss who is killed. O'Herlihy is also killed. Before he dies, he confesses he lied about Hudson.

**X-RAY:** There's a goodly amount of action, a fairly interesting story, average performances, and okeh direction to be found in this entry for the program. The use of color by Technicolor proves of assistance. Perhaps a little selling can insure better than average returns, with Hudson a seemingly more valuable property following his appearance in "Magnificent Obsession." The screen play is by Richard Alan Simmons based on the novel, "Bengal Tiger," by Hall Hunter with the adaptation by Helen I. Miller.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "The 'Bengal Brigade' Crushes A Revolt In India"; "Action . . . Thrills . . . Romance In Mysterious India"; "He Lost His Job And The Woman He Loved Because He Fought For The 'Bengal Brigade'."

### Ricochet Romance (504) COMEDY

80M.

**ESTIMATE:** For the lower half.

**CAST:** Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales, Alfonso Bedoya, Rudy Vallee, Ruth Hampton, Benay Venuta, Judith Ames, Darryl Hickman, Lee Aaker, Irene Ryan, Philip Tonge, Philip Chambers, Charles Watts, Marjorie Bennett. Produced by Robert Arthur and Richard Wilson; directed by Charles Lamont.

**STORY:** Chill Wills, owner of a guest ranch, is more concerned with perfecting his magic tricks. Therefore, guests and help come and go. Much of the work is done by his daughter, Judith Ames, and Mexicans Pedro Gonzales-Gonzales and Alfonso Bedoya. The latter pair bring food-loving Rudy Vallee, new cook Marjorie Main, and waitress Benny Venuta, who makes a play for Wills. To complicate things, guest Ruth Hampton makes a play for Ames' boy friend, neighbor Darryl Hickman. Main, not wanting to see Wills trapped, arranges with the help of the Mexicans to have Vallee and Venuta fall in love while Ames gets back Hickman. Main remains to cook at the ranch and even Wills is happy at the way things turn out.

**X-RAY:** This may best be suited for rural audiences, where the broad slapstick might be appreciated. The story, acting, direction, and production are fair. The story and screen play are by Kay Lenard. Music heard includes "Ricochet," "Las Altenitas," "Para Vigo Me Voy," and "Un Tequila." Maximum aspect ratio: 1.85-1.

**TIP ON BIDDING:** Low bracket.

**AD LINES:** "Fun On A Guest Ranch Loaded With Characters"; "She Was A Prize Cook . . . He Was A Prize Sucker"; "He Was More Interested In Magic Than In Romance Until The Right Gal Came Along."



## FOREIGN

### Operation Diplomat

MELODRAMA  
64M.

(American Feature Attractions)  
(English-made)

ESTIMATE: Below average English import.

CAST: Guy Rolfe, Lisa Daniely, Patricia Dainton, Sydney Tafler. Produced by Butcher's Film Service, Limited.

STORY: Guy Rolfe, British surgeon, is accosted on his way home from his London hospital by a nurse in an ambulance, who begs him to help a patient. As he steps into the windowless ambulance, he realizes he is being kidnapped. The ambulance finally arrives at an estate, where he meets a young doctor friend. The patient, who proves to be a missing Minister of Western Defense, is operated upon and his life saved. Immediately following the operation, however, Rolfe is drugged, awakes next morning sitting on a park bench. He goes to the police, but they can scarcely believe his story, so he sets out on his own. He finds the nurse, Lisa Daniely, but she disappears again. With the aid of his own nurse, Patricia Dainton, he catches up with Daniely, and she admits she has been working for a foreign agent, who kidnapped the Minister, but that she wants to get out of the deal. While she is trying to help Rolfe, she is shot and eventually dies in the hospital, murdered in bed by an enemy agent before she tells her entire story. There are several other murders and disappearances before the police help Rolfe clear up the entire matter.

X-RAY: This is strictly for the lower half. It has some elements of suspense, but is slow moving and confusing. The authentic London shots are murky and the photography is dark. No other credits are available.

AD LINES: "Blind Man's Buff With Death As A Diplomat!" "Death Carried The Briefcase . . . Of International Espionage And Murder"; "Diplomacy Outwits A Gang Of International Murderers."

## MISCELLANEOUS

### Jamboree

DOCUMENTARY  
54M.

(Exploitation Productions, Inc.)  
(Color)

ESTIMATE: Value is limited by Boy Scout tieup possibilities.

CAST: Boy Scouts and visiting film stars. Produced by GM Productions.

STORY: Boy Scouts, 50,000 strong, from all over the world save their pennies for the 1953 Boy Scout Jamboree at Irvine Ranch, Cal. Their daily activities, recreation, eating habits, etc., are chronicled, punctuated by appearances of a host of Hollywood stars and an address by President Eisenhower.

X-RAY: A faithful account of the Boy Scout Jamboree of 1953, this shows boys from all over the world working and playing together. The color is uneven in spots, and the appearances of Hollywood personalities are too fleeting to mean much. Where interest in Boy Scout activities is high, this can be exploited, but its value would seem to depend on such tieup possibilities.

AD LINES: "Democracy In Action At The Boy Scout Jamboree"; "Hollywood Stars And 50,000 Boy Scouts Guarantee A 'Jamboree' Of Entertainment."

### Mystery Lake

NATURE DRAMA  
60M.

(Lansburgh)  
(Ansco Color)

ESTIMATE: Good nature study film for supporting fare.

CAST: George Fenneman, Gloria McGough, Bogue Bell, R. P. Alexander, Edgar Bergen. Produced and directed by Larry Lansburgh.

STORY: Scientist Edgar Bergen assigns naturalist George Fenneman on a field trip to Reelfoot Lake, Tenn., to study and photograph wild life in this sanctuary. Fenneman meets Gloria McGough, country girl, who knows more about nature and the birds and animals in the swampy lake sanctuary from first-hand observation than Fenneman does from books. She joins him on many trips and their association leads to love. Fenneman finally persuades her to guide him to spot inhabited by egrets, blue herons, and other rare birds in trees high above ground occupied by demented hermit Bogue Bell, who has forbidden access. The hermit chases them and smashes up their boat, but the couple manage to wade through the swamps and its dangers such as snakes, deep water holes, etc., to the lake. Fenneman takes off with his films, but it is understood he will return to McGough.

X-RAY: This nature study has the slightest thread of story to hold it together, which may or may not be an asset since the study of wild life far exceeds everything else. The denizens of the region are filmed as they pursue their daily life and caught by excellent camera work by Floyd Crosby, Karl Maslowski, and W. W. Goodpaster. Woodchucks, swimming rabbits, raccoons, spadefoot toads, snakes, etc., are fascinatingly shown as well as some shots of a water moccasin attacking a salamander. The highlight comes, however, in the beauty of the egrets, herons, etc., in their lofty nests high in the trees above the swamps. The screen play is by Rosalie and John Bedrere, from an original by Janet Lansburgh.

AD LINES: "Nature As It Is"; "A Fascinating Nature Story"; "An Absorbing Study Of Wild Life In Gorgeous Color."

## The Shorts Parade

### TWO REEL

#### Ballet

ROMANTIC YOUTH. Joseph Burstyn. 15m. With Colette Marchand and Milorad Miskovitch in the leading dance roles, this ballet with choreography by Colette Marchand and music by Jacques Bazire is concerned with a lonely shop clerk who dreams that the figure he is draping comes to life. Marchand, as the dream image, comes to him as romance, seductress, and the spirit of youth and each time she eludes him. Finally he goes back to work and discovers the incarnation of his dream image in his assistant. Some sketchy modern settings dress up the background on this ballet piece that should be a fair addition to the programs at art houses. FAIR.

#### Comedy

BROTHER KNOWS BEST. RKO—Edgar Kennedy Reissues. 17m. When first reviewed in THE SERVICESECTION of February, 1948, it was said: "Edgar Kennedy's brother-in-law, Jack Rice, decides to get married, and approaches Kennedy for a loan. Rice is promised \$1,000 by Kennedy if he will match it. Rice pawns a bracelet owned by Kennedy's wife and Ken-

nedy is forced to cough up the \$1,000. This leads to complications as the check is no good, and Kennedy's boss cashes it. Everything ends up okeh as the money is replaced. FAIR." (53505).

I'LL TAKE MILK. RKO—Leon Errol Re-releases. 18m. When first reviewed in THE SERVICESECTION of August, 1946, it was said: "Leon Errol is awakened by a blonde who tells him he stole a necklace from the hostess at the party he attended the night before. He is about to give the necklace to the girl when his wife arrives, and demands an explanation. He tells her he bought it for her, but she gives it to her cousin, who is staying at the Errol house with her fiancé. That night Errol has trouble, but finally gives the necklace to the blonde, who turns out to be a jewel thief. GOOD." (53705).

MIND OVER MOUSE. RKO—Edgar Kennedy Reissues. 17m. When first reviewed in THE SERVICESECTION of January, 1948, it was said: "When Edgar Kennedy discovers a mouse in his kitchen, he spares nothing in his efforts to catch it. His mother-in-law thinks he has lost his mind, and summons the police. A detective arrives while Kennedy's wife is next door borrowing a cat, and while Kennedy is plastering up the damaged wall. At his mother-in-law and brother-in-law's urging, the police officer has Kennedy rip out the wall in an attempt to find the body. She turns up, and he replasters the wall. The cat seems to meow from within the wall, so he rips it out again only to have his brother-in-law show up with the cat in his arms. FAIR." (53504).

ROLLING DOWN TO RENO. Columbia—Comedy Favorite Re-releases. 16½m. When first reviewed in THE SERVICESECTION of October, 1947, it was said: "Newscaster Harry Von Zell threatens to reveal a gangster around town as a character with eight murders to his credit. One of the mobsters threatens Von Zell and he boards a train Reno-bound to get a rest and keep his health. He takes along his parrot. On the train, he meets the wife of the racketeer who is Reno-bound to get a divorce. The crook manages to catch the train and make life miserable for Von Zell by attempting to kill him for his threatened expose, and also for imaginary love making with his wife. Von Zell winds up a hero, and is given a raise. GOOD." (7432).

TWIN HUSBANDS. RKO—Leon Errol Re-releases. 18m. When first reviewed in THE SERVICESECTION of June, 1946, it was said: "While Leon Errol goes to Boston on a business trip, his wife goes to a beauty parlor, and acquires some glamour. Meanwhile, Errol's twin brother comes into town, and because he has never met Errol's wife, is stopping at a hotel. As the wife is leaving the beauty parlor, she runs into the twin. Believing it is her husband, who doesn't recognize her, she flirts with him, and accepts an invitation to his apartment. The fun begins when Errol comes home, and is threatened with a divorce action, but all ends well when his wife realizes her mistake. FAIR." (53704).

WEDDING BELLE. Columbia—Comedy Favorite Re-releases. 17m. When first reviewed in THE SERVICESECTION of November, 1947, it was said: "Dick Lane, recently married, is scared when one of his old girl friends shows up. Lane enlists the aid of his side-kick, Gus Schilling, and pretends he is dying in order to scare the girl away. The girl decides to pitch in and help Lane get well, to the dismay



of Lane. When his wife arrives on the scene, however, things really reach a high pitch. FAIR." (7431).

### Color Travel

IN FOURTEEN HUNDRED NINETY-TWO. Warners—Specials. 17m. The West Indies, the first pieces of land spied by Columbus on his voyage, are viewed here as they are today. Shown is the city of Trujillo, the oldest in the New World and the modern capital of Puerto Rico, San Juan. The ancient fortress of El Morro, noted from pirate days stands as a reminder of the past on the tip of the island of San Juan. Queen Elizabeth on her recent world tour stopped off at Jamaica, the first time a reigning monarch visited the island. Other islands and tourist attractions in the Caribbean area are also seen. This is in WarnerColor. GOOD. (2002).

## ONE REEL

### Color Cartoons

A HUNTING WE WON'T GO. Columbia Color Favorite Reissues. 7½m. When first reviewed in THE SERVICESECTION of July, 1943, it was first said of this reissue: "The crow is on a fox hunt. The fox is on a crow hunt. They both meet. Each is unaware of the other's identity, and when they find it out, pandemonium breaks loose. Finally, the crow is cornered, and he begs the fox to shoot him. After due pity, the fox does, and is he surprised. GOOD." (7603).

BY WORD OF MOUSE. Warners—Merrie Melodies. 7m. Hans, a foreign mouse on a visit to America meets his American cousin at shipside. Confused by the hubub of activity Hans asks for an explanation and a professor mouse tries to explain the American way of life. Constant interruptions by Sylvester, the cat, makes the lessons difficult with the intruder is done away with. When Hans returns to the old country he in turn explains the American way to his brothers and sisters. FAIR. (2703).

GOO GOO GOLIATH. Warners—Merrie Melodies. 7m. An intoxicated stork accidentally delivers a baby marked for Mr. and Mrs. Giant at the top of the beanstalk to a normal sized pair of parents. The baby soon causes havoc

when he begins to grow a little. Meanwhile the Giant couple have to deal with a comparably microbe sized baby. The error is discovered and the stork exchanges the children to the relief of both parents. GOOD. (2702).

### Comedy

SO YOU'RE TAKING IN A ROOMER. Warners—Joe McDoakes Comedies. 10m. When Joe McDoakes finds that his budget does not balance he is persuaded to take in a roomer. However, the first occupant of the vacant room is a beautiful girl whom Joe's wife soon dispossesses. When the situation is reversed Joe asks the handsome boarder to leave. Finally the room is rented to Marvin, the next door neighbor, who wants to set up a potato business. McDoakes accepts part share in the business, not knowing that it is really a bookie establishment in disguise. When the gangsters crack down on the establishment to collect their winnings, Marvin skips town leaving Joe full ownership of the business and its troubles. FAIR. (2401).

### Musical

GENE KRUPA AND ORCHESTRA. Columbia—Thrills Of Music Reissues. 10m. When first reviewed in THE SERVICESECTION of July, 1948, it was said: "Disc jockey Fred Robbins provides the chatter as each platter gives forth some of drum-beater Gene Krupa's rhythm. Among numbers heard are 'Bop Boogie,' 'Sabre Dance,' and 'Disc Jockey Jump.' Vocalist Dolores Hawkins provides the words. FAIR." (7952).

### Color Novelty

THE STORY OF LIGHT. Al O. Bondy. 9m. Telling in color of man's efforts to defeat darkness this shows through the medium of puppet figures the story of light from cave man days, through ancient Egyptian civilization, the middle ages, up to the present day. Some fine color photography, an original musical score, and top rate technical execution make this a worthy addition to the program. The General Electric short is available without charge and has no commercial plugs. EXCELLENT.

### Novelty

KEEP YOUNG. MGM—Pete Smith Specialties. 9m. Dave O'Brien this time believes that he is beginning to show his age. He determines to stop the battle of

the bulge at the beltline with some gymnastics. However, out of trim for years the first attempts are not easy and he ends up with a good many aches and pains while his frame remains as flabby as ever. FAIR.

THIS MECHANICAL AGE. Warners—Varieties. 10m. A monument marks the spot at Kitty Hawk where Wilbur and Orville Wright first proved that mechanical flight was possible. However, here we are given a survey of other unsuccessful attempts at flight. Humorously depicted these also-rans include "Parasol Plane," the "beer barrel" plane, "Bat wing Special" and a variety of other outlandish machines that hopeful inventors envisioned would take them off the ground like a bird. GOOD. (2601).

### Color Sports

HATTERAS HONKERS. Warners—Sports Parade. 10m. The storm swept islands of Cape Hatteras off the North Carolina coast is a seemingly barren spot of land. But the people there live a happy life retaining much of their ancient traditions and colonial speech patterns. Untouched by the modern civilization the people carry on their major industry, fishing, as their fathers before them had. A wealth of fish in the surrounding waters make this a popular vacation land for surf casting sportsmen. FAIR. (2502).

### Color Travel

GLACIER NATIONAL PARK AND WATERTON LAKES. MGM—Fitzpatrick Traveltalk Reissues. 9m. When first reviewed in THE SERVICESECTION of April, 1942, it was said of this reissue: "Exquisitely beautiful Technicolor visit to the above mentioned natural beauty spot shows some of the many glaciers, numberless lakes, Blackfoot Indians, tourists, squirrels, gorgeous Swiss patterned chalets, etc. It ends with a friendly tribute anent the unguarded U.S.-Canadian border. GOOD." (T-614).

PICTURESQUE PATZCAURO. MGM—Fitzpatrick Traveltalk Reissue. 9m. When first reviewed in THE SERVICESECTION of June, 1942, it was said of this reissue: "A visit to this quaint Mexican locale brings views of the natives, their local industries, dances, etc. It makes for a colorful picturization of a portion of one of our good neighbors. GOOD." (T-613).

## JUST A REMINDER

• • These PINK "SERVICESECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVICESECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

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# ALPHABETICAL GUIDE

## To 103 Features Reviewed Since The Sept. 8, Issue

(This Index covers features reviewed thus far during the 1954-55 season in addition to features of the 1953-54 season reviewed after the issue of Sept. 8, 1954.—Ed.)

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)



## National Release Dates, Production Numbers On '53-'54-'55 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1953-54 and 1954-55 product, accurate to time of publication—Ed.)

### Allied Artists

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

5400	Mr. Potts Goes to Moscow	Mar.
5401	The Maze (2-D)	Nov.
5402	Fighter Attack	Sept.
5403	Royal African Rifles	Apr.
5404	Arrow In The Dust	Feb.
5405	Highway Dragnet	Nov.
5406	Jack Slade	Oct.
5407	Jennifer	Jan.
5408	World For Ransom	July
5409	Return From The Sea	Apr.
5410	Pride Of The Blue Grass	Aug.
5411	African Fury	Mar.
5412	Killer Leopard	Nov.
5414	Loophole	Sept.
5417	Security Risk	Mar.
5418	Paris Playboys	June
5419	Bowery Boys Meet The Monsters	Sept.
5420	Jungle Gents	Jan.
5421	Bowery To Bagdad	Nov.
5422	Vigilante Terror	Feb.
5423	Bitter Creek	May
5424	The Forty-Niners	June
5426	The Desperado	Sept.
5427	Twa Guns And A Badge	Oct.
5430	The Yellow Balloon	July
5432	The Weak And The Wicked	Nov.
5436	Six-Gun Decision	Nov.
5437	Two-Gun Marshal	Nov.
5438	Border City Rustlers	Nov.
5439	Secrets Of Outlaw Flats	Nov.
(1954-55)		
5501	The Human Jungle	Oct.
5503	Target Earth	Nov.
5504	Cry Vengeance	Nov.
5505	Port of Hell	Dec.
5506	Tonight's The Night	Dec.
5507	Stalked	Jan.
5508	Big Combo	Jan.
The Bob Mathias Story		
(Specials)		
(1954-55)		

S-1	Riot In Cell Block 11	Feb.
S-2	Dragonfly Squadron	Mar.

### Columbia

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

(1954-55)		
701	The Caine Mutiny	July
702	On The Waterfront	Oct.
703	Indiscretion Of An American Wife	July
704	Pushover	Aug.
705	The Outlaw Stallion	July
706	Pirates Of Tripoli	June
707	Jungle Man-Eaters	July
709	Hell Below Zero	Sept.
710	Human Desire	Aug.
711	Law vs. Billy The Kid	Sept.
712	A Bullet Is Waiting	Sept.
715	Phffft	Nov.
716	Fire Over Africa	Nov.
717	They Rode West	Nov.
718	Cannibal Attack	Nov.
719	The Black Knight	Oct.
720	Three Hours To Kill	Sept.
721	The Black Dakotas	Nov.
The Affairs of Messalina		
(Reissue)		
708	Coroner Creek	Aug.
713	Gunfighters	Aug.
714	Black Eagle, The Story Of A Horse	June
722	Miss Grant Takes Richmond	Oct.

### IFE

(1954-55)

City Stands Trial	Sept.
Lave In The City	Sept.
Girls Marked Danger	Oct.
A Husband For Anna	Oct.
Alda	Oct.
Too Young For Love	Oct.
Against The Wall	Nov.
Voice Of Silence	Nov.
Hurdy Gurdy	Nov.

Theodora, Slave Empress	Nov.
La Presidentessa	Nov.
Wayward Wife	Dec.

### Lippert

(1954-55)

5401	The Unholy Four	Oct.
5402	Deadly Game	Oct.
5403	A Race For Life	Dec.
5404	Silent Raiders	Sept.
5405	Thunder Poss	Aug.
5406	They Were So Young	Dec.
5407	Black Pirates	Feb.
5409	Glass Tomb	Apr.

### Metro-Goldwyn-Mayer

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

(1954-55)		
501	Betrayed (1.75-1)	Sept.
502	Brigadoon (CS)	Oct.
503	Rogue Cop (1.75-1)	Oct.
504	Beau Brummell (1.75-1)	Oct.
507	Athena (1.75-1)	Nov.
510	The Last Time I Saw Paris (1.75-1)	Nov.
511	Crest Of The Wave (1.75-1)	Dec.
512	Deep In My Heart (1.75-1)	Dec.
(Reissues)		
505	A Woman's Face	Oct.
506	Dr. Jekyll And Mr. Hyde	Oct.
508	Tarzan, The Ape Man	Nov.
509	Tarzan Escapes	Nov.

### Paramount

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1; SS indicates availability of stereophonic sound)

(1954-55)		
5401	Rear Window	Sept.
5402	Sabrina	Oct.
5404	Three Ring Circus	Dec.
5405	The Bridges At Toko-Ri	Jan.
5406	Mambo	Feb.
5407	Conquest Of Space	Feb.
5408	Ulysses	Mar.
5409	The Country Girl	Mar.
5430	White Christmas	Nov.

Reissues

R5403	Reap The Wild Wind	Oct.
-------	--------------------	------

### RKO

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

(1954-55)		
501	Susan Slept Here	July
502	Africa Adventure	Sept.
503	Passion	Oct.
504	This Is My Love	Nov.
505	Cattle Queen Of Montana	Nov.
506	Underwater!	Dec.
507	Tarzan's Hidden Jungle	Jan.
	Hansel and Gretel	Dec.
551	Hans Christian Andersen	July

(Reissues)

570	Every Girl Should Be Married	Sept.
571	The Window	Sept.
572	She Wore A Yellow Ribbon	Oct.

### Republic

(1953-54)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

5301	Flight Nurse	Mar.
5302	Geraldine	Apr.
5303	Jubilee Trail	May
5304	Hell's Half Acre	June
5305	Laughing Anne	July
5306	Make Haste To Live	Aug.
5307	Johnny Guitar	Aug.
5308	The Outcast	Oct.
5309	Tobor, The Great	Sept.
5310	Roogie's Rump	Oct.
5311	The Shanghai Story	Nov.
5325	Untamed Heiress	Apr.
5331	Phantom Stallion	Mar.
	The She-Wolf	Nov.

### 20th Century-Fox

(CS indicates CinemaScope)

(1953-54)

401	King Of The Khyber Rifles (CS)	Jan.
402	Three Young Texans	Jan.
403	Hell And High Water (CS)	Feb.
404	The Siege At Red River	May
405	River Of No Return (CS)	May
406	Garilla At Large (3D and 2-D)	June
407	Night People (CS)	Mar.
408	The Raid	Aug.
409	New Faces (CS)	Mar.
410	Racing Blood	Mar.
411	Prince Valiant (CS)	Apr.
412	The Rocket Man	Apr.

413	Three Coins In The Fountain (CS)	May
414	Princess Of The Nile	June
415	Demetrius And The Gladiators (CS)	June
416	Garden Of Evil (CS)	July
417	The Gambler From Natchez	July
418	The Royal Taur of Queen Elizabeth and Philip (The Flight Of The White Heron) (CS)	July
419	Broken Lance (CS)	Aug.
420	The Egyptian (CS)	Sept.
421	A Woman's World (CS)	Oct.
422	Carmen Jones (CS)	Oct.
423	Black Widow (CS)	Nov.
424	The Adventures Of Haiji Baba (CS)	Oct.
425	Desiree (CS)	Nov.
	White Feather (CS)	Dec.
426	There's No Business Like Show Business (CS)	Dec.
427	The Outlaw's Daughter	Nov.
428	Black 13	Nov.
429	Devil's Harbor	Dec.
430	The Other Woman	Dec.

(Reissues)

440	Scudda-Hool Scudda-Hayl	Mar.
441	Cry Of The City	Mar.
442	Street With No Name	Mar.
443	Riders Of The Purple Sage	Mar.
445	Orchestra Wives	May
446	Sun Valley Serenade	May

### United Artists

Crossed Swords (Mahon-Vassarotti)

(1.75-1)		Aug.
Down Three Dark Streets (Gardner-Levy)		Aug.
The Diamond Wizard (Pallos) (1.66-1)		Aug.
Malta Story (Rank) (1.66-1)		Aug.
Victory At Sea (NBC)		Aug.
Suddenly (Bassler) (1.75-1)		Sept.
Khyber Patrol (World) (1.75-1)		Sept.
The Golden Mistress (Kay-Rybnick)		Sept.
Jesse James' Women (Panorama) (1.75-1)		Sept.
The Barefoot Contessa (Figaro) (1.75-1)		Oct.
Sitting Bill (Frank) (CS)		Oct.
The Kidnappers (Rank) (1.66-1)		Oct.
Operation Man Hunt (Feldkamp)		Oct.
The White Orchid (LeBorg)		Nov.
Twist Of Fate (Setton-Sloan)		Nov.
Shield For Murder (Schenck-Koch)		Nov.
You Know What Sailors Are (Rank)		Nov.
Snow Creature (Wilder)		Nov.

### Universal-International

(1953-54)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

401	The Glass Web (3-D)	Nov.
402	The Glass Web (2-D)	Nov.
403	Back To God's Country	Nov.
404	Veils Of Bagdad (SS)	Nov.
405	Tumbleweed	Dec.
406	Walking My Baby Back Home	Dec.
(1.85-1) (SS)		
407	Forbidden (1.85-1)	Jan.
408	War Arrow (1.85-1)	Jan.
409	Border River (2-1)	Jan.
410	Taza, Son of Cachise (3-D) (2-1) (SS)	Feb.
411	Taza, Son of Cochise (2-D) (2-1) (SS)	Feb.
412	The Glenn Miller Story (2-1) (SS)	Feb.
413	Ride Clear Of Diablo (2-1)	Mar.
414	Saskatchewan (2-1)	Mar.
415	Creature From The Black Lagoon (3-D)	Mar.
(1.85-1)		
416	Creature From The Black Lagoon (2-D)	Mar.
(1.85-1)		
417	Yankee Pasha (2-1)	Apr.
418	Ma and Pa Kettle At Home (1.85-1)	Apr.
419	Rails Into Laramie (2-1)	Apr.
420	Playgirl (1.85-1)	May
421	Fireman Save My Child (1.85-1)	May
422	Drums Across The River (2-1)	June
423	Black Horse Canyon (2-1)	June
424	Johnny Dark (2-1)	July
425	Tanganyika (2-1)	Aug.
427	Francis Joins The Wacs (1.85-1)	Aug.
428	Magnificent Obsession (2-1)	Aug.
429	The Black Shield Of Falworth (CS)	Sept.
430	Dawn At Socorro (2-1)	Sept.
431	Naked Alibi (1.85-1)	Oct.
432	Black Of Shield Of Falworth (2-D)	Sept.
481	Genevieve	Feb.
482	Both Sides Of The Law	Jan.
483	Project M.7	Nov.
484	Hamlet	
485	Always A Bride	June
486	High And Dry	Oct.

(Reissues)

426	The Egg and I (1.85-1)	July
(1954-55)		
501	Bengal Brigade	Nov.
502	Fair Guns To The Border	Nov.
503	West Of Zanzibar	Jan.
504	Ricchet Romance (1.85-1)	Nov.

### Warners

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound; CS indicates CinemaScope)

(1954-55)		
401	Dragnet (1.85-1)	Sept.
402	The Bounty Hunter (1.85-1)	Sept.
403	A Star Is Born (CS)	Oct.
404	Drum Beat	Nov.
405	Track Of The Cat	Nov.







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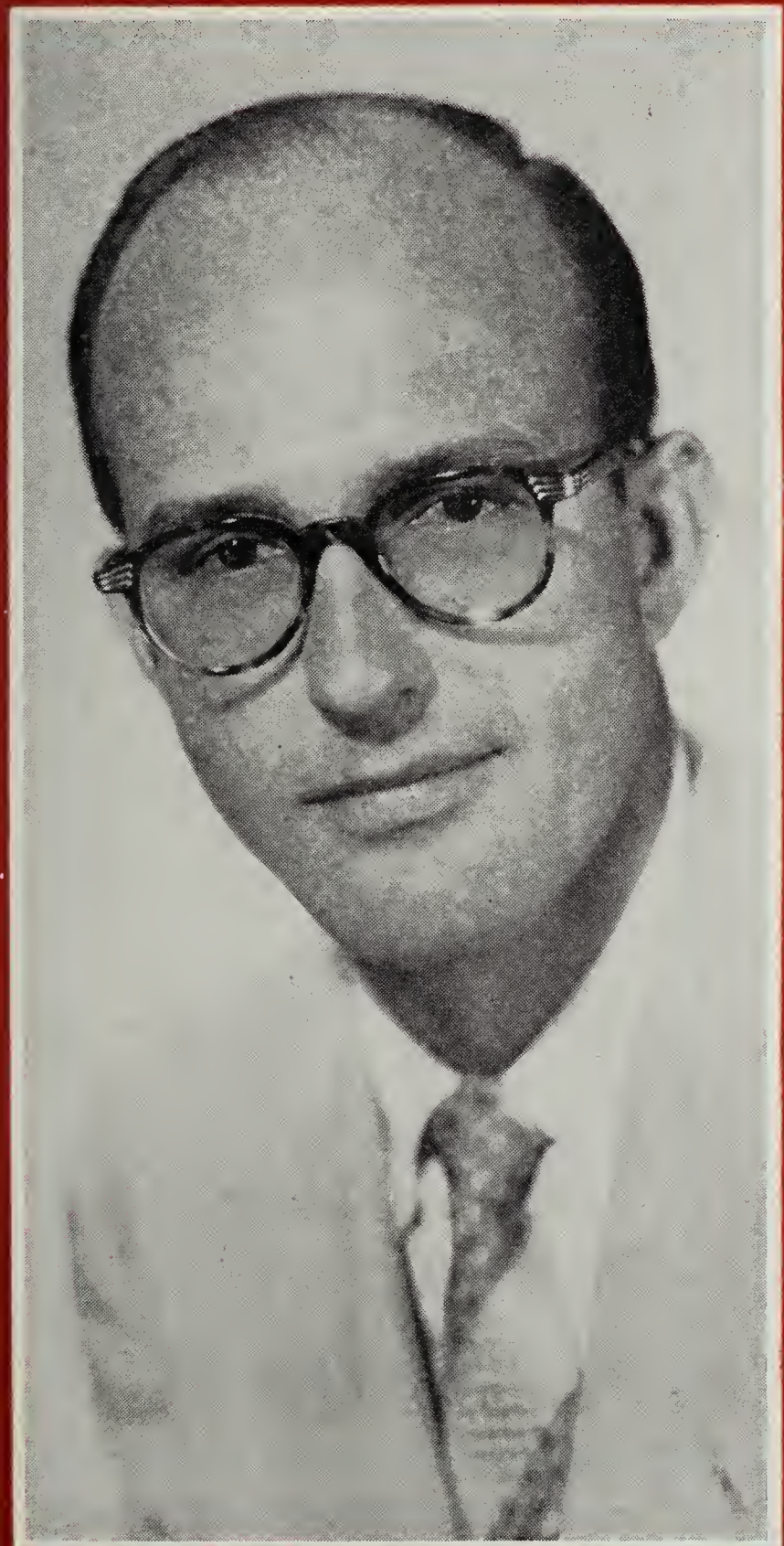


**MOTION PICTURE**

# EXHIBITOR

**NOVEMBER 10, 1954** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **TOA Approves Product Finance**

(page 9)

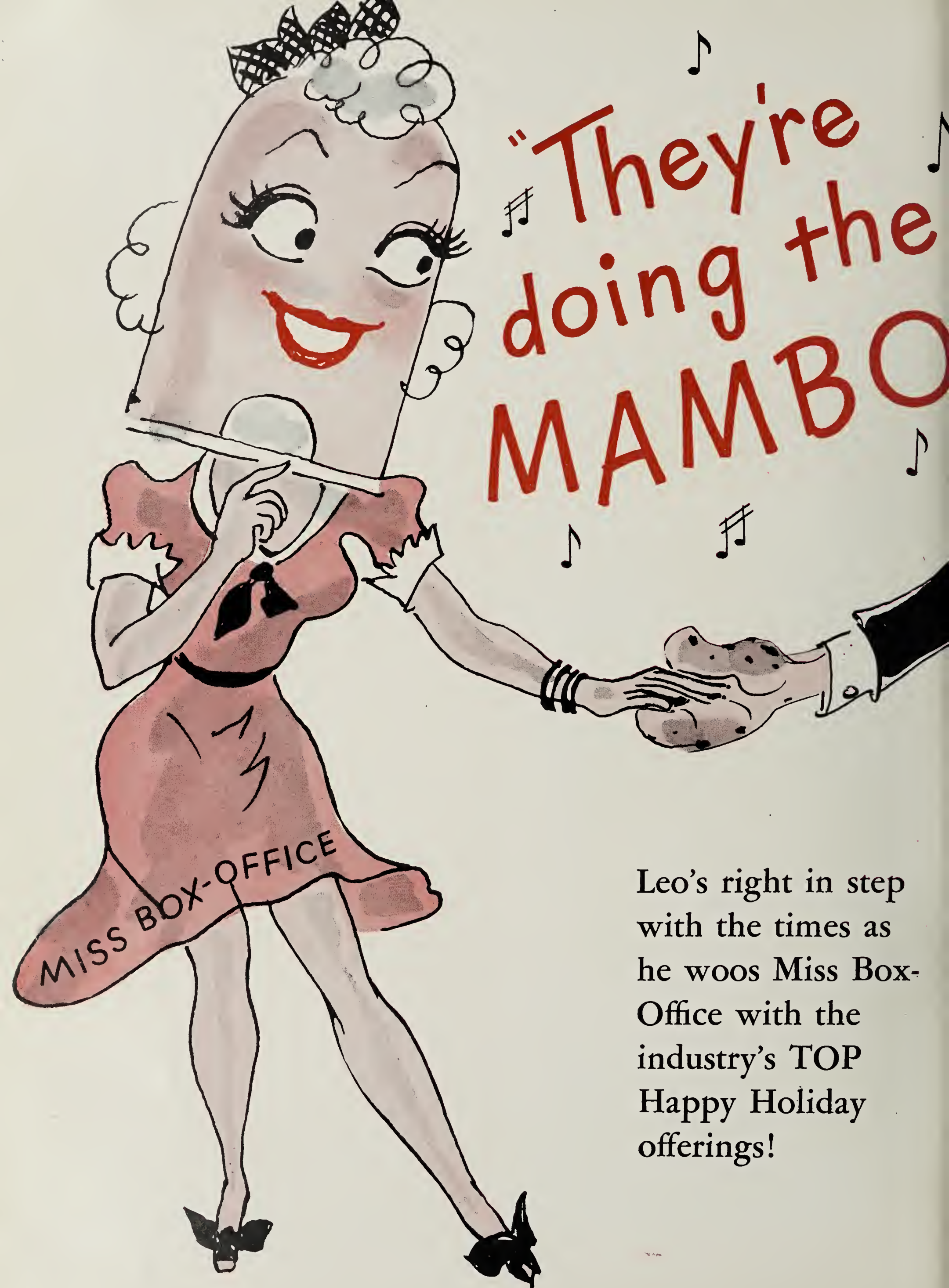
## **Hyman Proposes Release Balance**

(page 13)

AND FEATURING: THE SERVICE SECTION

← E. D. Martin, president, Martin Theatres of Georgia, was elected last week as president, Theatre Owners of America, succeeding outgoing Walter Reade, Jr.





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(AVAILABLE IN PERSPECTA STEREOGRAPHIC  
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**"VISTAVISION CATCHES ALL THE GLAMOUR OF THE CIRCUS.** A comparison with other circus stories is inevitable, especially since Paramount also produced the most extravagant of all circus features, 'The Greatest Show On Earth.' But 'Three Ring Circus' ranks high even in comparison with that outstanding boxoffice success."—*Film Daily*

**"ENJOYING THE FULL BENEFIT OF VISTAVISION,** this expensively mounted Hal Wallis entry should ring up returns for all concerned. Lewis carries emotional appeal and team socks across the comedy song 'Hey, Punchinello' for one of highlights."

—*Daily Variety*

**"WILL ESTABLISH A RECORD OF PRAISE, PATRONAGE AND PROFIT.** A multitude of laughs, tear-jerking pathos and a long cavalcade of gags. The feature is in VistaVision, that intensively ballyhooed, new-look process."

—*Boxoffice*

**"IT CAN'T MISS!** Best idea anybody's had so far about what kind of subject to give Dean and Jerry is this one of Hal Wallis—an inspiration, no less—to place them in a circus and give 'em plenty of room. VistaVision makes the multi-colored circus scenes more compellingly genuine than any ever seen on the screen!"

—*Motion Picture Daily*

**"A DEFINITE SMASH ATTRACTION**—one of best Martin and Lewis offerings. Jerry wonderful and Dean does fine job. VistaVision adds tremendous clarity and scope to the large production sequences. Excellent entertainment from supporting circus performers. The kind of fun that will make the youngsters squeal with joy. Gabor is breath-taking. Dru attractive and convincing."

—*Showmen's Trade Review*



**"SHOULD MAKE A LOT OF MONEY!** The zooming popularity of Martin and Lewis, plus a glamorous circus background shot in Technicolor and VistaVision make this a good bet for any theatre. A colorful picture—excellent routines—hilarious nonsense."

—*Hollywood Reporter*

**HURRY,  
HURRY,  
HURRY!**

**Call Paramount! Make Your Holiday Plans Now!**



**CHRISTMAS-NEW YEAR SHOW  
MOST PROFITABLE PICTURE!"**

- M. P. Daily



**DEAN  
MARTIN and JERRY  
LEWIS**

IN  
**HAL WALLIS'**  
PRODUCTION

**3 RING  
CIRCUS**

PRESENTED THROUGH

**VISTAVISION**

MOTION PICTURE ... HIGH-FIDELITY

Co-Starring

**JOANNE DRU · ZSA ZSA GABOR**

with **Wallace Ford · Elsa Lanchester · COLOR BY TECHNICOLOR**



Directed by  
**JOSEPH PEVNEY**  
Story and Screenplay by  
**DON MCGUIRE**



# **HAJJI HAS EVERYTHING FOR YOUR BOXOFFICE!**



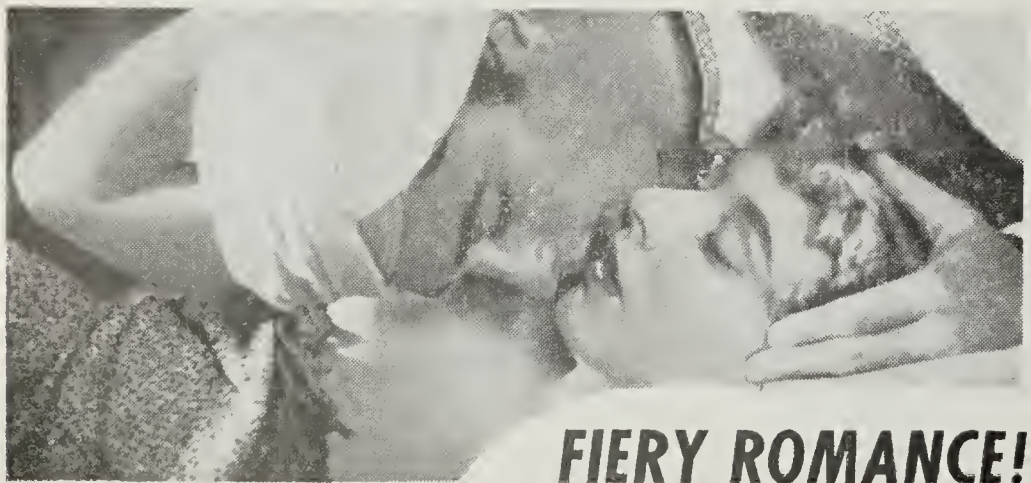
**WILD TURCOMAN WOMEN!**



**FABULOUS SLAVE MARKETS!**



**SPECTACULAR ACTION!**



**FIERY ROMANCE!**

WALTER WANGER presents

## *The Adventures of* **HAJJI** **BABA**

color by DELUXE

### **CINEMASCOPE**

starring

**JOHN DEREK • ELAINE STEWART**

Directed by DON WEIS • Screen play by RICHARD COLLINS • Music written and directed by DIMITRI TIOMKIN

Produced by Allied Artists Pictures Corp.

Released by 20th Century-Fox



*It's a pleasure to do business with 20th!*



# EXHIBITOR



**NOVEMBER 10, 1954**

**VOLUME 53**

**NUMBER 2**

## SUGGESTION FROM OHIO

A SUGGESTION in a recent bulletin of the Independent Theatre Owners of Ohio might be found amusing by exhibitors who never know where their next picture is coming from in this type of market.

The bulletin read as follows:

"In those theatres which play pictures mostly on percentage, it's tough to get a picture for the week before Christmas. On the other hand, every distributor has a top Christmas release he wants to get into your theatres. It has been suggested that the company who gives you the picture you want in the week before Christmas should be given the Christmas playdate. No one comes to dissipate good product, but the larger theatres must keep their doors open."

We doubt whether the product situation is any different in Ohio than elsewhere, but the way things stand now, a lot of exhibitors are hardly in a position to start being selective on a picture for Christmas Week.

There is another thought here, too, that in many areas Christmas Week is not one of the best of the year, and the good grosses don't start coming in until just before the New Year's holiday.

## ON COOPERATIVE ADVERTISING

MUCH has been said from time to time about the failure of some exhibitors to sell their pictures in a more comprehensive manner. This always makes interesting reading, but it does not necessarily reflect the facts.

As it stands, the distributor is often as much at fault or even more to blame than the exhibitor.

Let us examine one example. A picture is booked with a cooperative campaign, but the distributor insists that the extra cooperative advertising be placed in newspapers with a big advance ad and on TV and/or radio. The exploitation man, instead of being able to use the money as best befits the situation, finds that his hands are tied by the home office when it comes to discussing a real campaign. The result finds a full page or a quarter page being used, but the next day the ad drops down to a directory size.

Regardless of how the exhibitor feels, the distributor and exploitation man are of the opinion that they did everything possible to get a big opening. They are pretty much in the same category as an advance man

for a circus. He sees that the paper gets up, that the newspaper ads are placed, that the readers and passes are distributed, and then leaves. He did his job, but beyond that he has no interest.

We do not feel that cooperative advertising as illustrated above is real cooperative advertising. Every situation is different and what may fit in one town may not in the other. One theatre may find that its best values come from spending money on an attractive special front or a special truck, but the home office policy might overlook this because of the fact that the home office interest leans toward the other forms of merchandising.

In the same vein, exhibitors, from time to time, find fault with the press books, pointing out that there have been few changes in style in years.

The point we are trying to make is that with the distributor asking for extended playing time and demanding and getting such high terms, he should be a little more flexible in his thinking.

There isn't an exhibitor in the country who wouldn't like to play pictures as long as possible if they hold up, but in order to make them hold up, there will have to be revisions in the merchandising.

So who is to blame? In addition, there are not enough exploitation men available to cover all key towns, a fact that should be reconsidered.

## SLOW REPORTS

ONE OF THE constant complaints of distributors is that many exhibitors are slow in sending in their boxoffice statements when they play pictures on percentage.

This is an obligation on the part of the theatreman provided for in all contracts, and some of the excuses heard as to why these reports are not mailed promptly are difficult to swallow.

One would think that with so many suits filed against exhibitors in the matter of underreporting when playing films on percentage, they would mail their boxoffice statements promptly.

It is no secret that some distributors have been known to order an audit of exhibitors' books when accounts repeatedly fail to send in boxoffice statements on time.

Sometimes delays are unavoidable, but it would be difficult to justify lapses of a week or more.

*Jay Emanuel*



# CAN NEWS

(Trade Headlines Of The Issue)

## Distribution

AB-PT's Edward L. Hyman asks distributors to end their policy of releasing quality films seasonally (page 13).

## Exhibition

Elmer C. Rhoden succeeds the late Charles P. Skouras as National Theatres president (page 8).

## Financial

Columbia reports a sizeable increase in earnings during the last fiscal year (page 8).

RKO Theatres' income shows a considerable increase over last year (page 18).

Republic net income declines slightly from last year (page 18).

Paramount joins the distributors whose financial reports show a sharp upturn (page 20).

## International

Canadian industry maps its campaign against prejudicial newspaper advertising rates; Toronto Variety Club holds its election; Warners International holds a sales meeting in Mexico City; and Loew's International schedules a conference in Barcelona, Spain (pages 14 and 20).

## Legal

Charles P. Skouras' will is probated in Los Angeles with estate going to family (page 10).

New York exhibitors appeal the amusement tax ruling against them (page 12).

New Dyckman Theatre Corporation appeals dismissal of its anti-trust suit (page 12).

## Mel Konecuff

UA's President Arthur Krim and Vice-President Arnold Picker report on their Far East tour; Dick Powell hosted a luncheon for his first production for RKO, "The Conqueror"; Jose Ferrer, on location for U-I's "The Shrike," goes into action; and U-I beauties aspiring for screen careers meet on way to coast (pages 8 and 18).

## Organizations

TOA's convention in Chicago features approval by the group of a plan to finance independent production (page 9).

TESMA, TEDA, and IPA hold a successful convention and trade show in conjunction with TOA (page 10).

TOA officials meet with North Central area exhibitors in Minneapolis (page 10).

Missouri-Illinois Theatre Owners convene in record numbers in St. Louis (page 19).

## Production

Harry Cohn, Columbia president, receives a new contract and announces that the company has set aside \$10,000,000 to finance independent production (page 12).



Arthur B. Krim, right, president, United Artists, and Arnold M. Picker, vice-president in charge of foreign distribution, recently announced in the New York home office following a tour of the far and middle east that world-wide billings for a six-week period totalled \$7,000,000, highest in company history, and estimated that the company would gross substantially more than \$40,000,000 in 1954, a previously estimated sum.

## NEW YORK By Mel Konecuff

United Artists' president Arthur Krim and vice-president Arnold Picker recently returned from a six-week tour of the Far East in connection with the 35th anniversary celebration, during which they met with company personnel, exhibitors, and government officials, and thanked them for the support extended the company during its crucial years, as well as the public through the press for appreciation and support.



KONECUFF

During their absence, the world-wide billings for the company came to seven millions, the best in UA history for any six-week period, which means that the last estimate of 40 millions in earnings for 1954 will have to be revised upwards.

Throughout the Far East, they said, picture business is encountering prosperity. In Manila, things got so good that one exhibitor took out his last five rows of seats to get in more standees. American films are tops, except for home-made product in certain countries.

In some situations, severe economic problems bring about delays in payment for the films, with export of currency restricted, but elsewhere internal pressures from filmmakers at home are in evidence. Still elsewhere, there is government interference. The MPEA is doing a fine job in these situations, according to the pair, and they paid tribute to that organization.

With regard to locally produced pictures, Krim reported that most of the producers would like to see them shown in the United States. UA is reducing their opposition by trying to distribute some of their product here as well as lending the services of the UA organization abroad wherever possible.

# Latest Bulletins

(Developments At Press Time)

## Rhoden Succeeds Skouras As National Theatres Head

HOLLYWOOD—The board of National Theatres unanimously elected Elmer C. Rhoden, 61, as president to succeed the late Charles P. Skouras. He will head-quarter in Los Angeles. Alam May was elected a member of the board.

Before he joined the Fox organization, Rhoden organized the Midwest Theatre Company, including 45 theatres in Kansas and Missouri, which he sold to Fox West Coast Theatres in 1929, being retained as division manager. He later took charge of all midwest houses as president, Fox Midwest Theatres, Inc. Rhoden is a veteran in the industry with 42 years of experience in exhibition and distribution. He is also a director, Motion Picture Association of Kansas City.

## Columbia Income Rises

NEW YORK—Harry Cohn, president, Columbia Pictures, announced that the company's gross income has in the last 20 years "grown from \$11,178,000 to over \$80,000,000 in the fiscal year recently finished."

During the same period, it was said, the firm's net working capital has grown from approximately \$4,800,000 to \$37,696,190.

Gross income from rentals and sales of film for the fiscal year ended June 26, 1954, amounted to \$80,209,238 as opposed to \$60,273,881 for the previous year. Net earnings of \$3,594,733 equalled \$4.41 per share of common last year on the 757,843 shares of common outstanding. This compares to net profit of \$942,385 and earnings of \$0.99 per share the preceding year.

Also explored abroad was the possibility of co-production in some of the countries visited. Much enthusiasm was found during surveys of physical and financial setups which would insure speedy action should the right property come along.

The pair thought that more top American execs should visit abroad, that there should be a drive to reduce tax rates abroad and up admission prices, that the increase in new theatre construction was wonderful for the industry and encouraged the improvement of older existing houses, that CinemaScope was a big hit in the Far East, that the 16mm. market in which the company was interested was good in many spots.

**PRODUCTION DEPARTMENT:** Dick Powell was both host and guest of honor at a luncheon attended by trade press representatives and reported that he came east just to talk to us about his forthcoming film, "The Conqueror," the first he's ever produced.

Powell reported that he likes producing pictures. If "The Conqueror" is the success that he thinks it will be, then he will try his hand at a few others. As soon as the CinemaScope epic is ready for showing, he'd like to take it around

(Continued on page 18)



# TOA Board Approves Production Financing

## Favors United Action With National Allied, But Votes Against Move For Federal Regulation

CHICAGO—As expected, the industry problem uppermost in exhibitors' minds as Theatre Owners of America called its convention, combined with the TESMA-TEDA-TOA-IPA trade show, into session at the Conrad Hilton Hotel last week was the current product shortage.

The organization answered the challenge by adopting a resolution "to take necessary lawful action, either in the formation of a production finance company or otherwise, to the end that there shall be a substantial increase in the number of motion pictures produced and distributed."

The TOA leadership was left free to decide what form such action should take and Delegates authorized the collection of money for the plan. To supply initial funds, each member was asked to pledge "an amount equivalent at least to his current average film bills for one week's operation in each of his respective theatres." Members also pledged to "offer playing time" to films produced under the TOA-financed plan. Membership in the effort would be open to all exhibitors, whether TOA members or not.

The resolution was voted by the convention in the "conviction" that "the deplorable conditions" facing exhibition can only be relieved through production of an increased number of better pictures.

Alfred Starr, outgoing board chairman, emphasized that TOA is not going into the field of production, but would provide funds for independent production. Distribution of such features would not be through the majors.

The announcement brought response from James R. Grainger, who proposed a meeting between TOA officials and RKO executives on the subject of encouraging independent production. In a letter to newly elected TOA President E. D. Martin, Grainger stated, "... we at RKO would be interested in learning to what extent TOA was contemplating becoming financially interested in participating in financing independent production." Grainger pointed out that RKO has been participating in such financing for the past 18 months and that he and C. J. Tevlin, studio vice-president, would be interested in meeting in Hollywood with Martin or a TOA committee. A suggested time for the meeting was after Jan. 1.

Another convention highlight directly concerned with the product shortage was the report by Fred Schwartz, president, Distributors Corporation of America, that his company will produce and distribute nine features within the next three years including "Lelia," starring Olivia de Havilland, produced by Bernard Lubet; "I Am A Camera," starring Julie Harris, Shelley Winters, and Laurence Harvey, a Moulin production; "The Viking," to be filmed in Scandinavia; "The Way We Are," starring Joan Crawford, to be produced by

## Trustees Are Named For TOA Product Fund

CHICAGO—TOA's board closed the business of the group's convention last week by approving plans to finance independent production through a new company. TOA members named to serve as trustees to receive subscription funds were L. S. Hamm, Sam Pinanski, John Rowley, and Myron Blank. One additional trustee will be named from outside TOA ranks. The resolution authorized TOA to lend \$5,000 to the trustees to meet organizational expenses. Distribution through one of the established companies was not necessarily ruled out, it was reported.

E. D. Martin, new president, stated that the meeting asked by RKO head James R. Grainger would have to wait until TOA's new company is "off the ground."

The board also directed chairman Walter Reade, Jr., to suggest to Ben Marcus, National Allied president, the appointment of a joint committee to discuss Marcus' proposal that both groups support Allied's "declaration of emergency."

It was decided that TOA will furnish a room in the Sunday School of the Cathedral of St. Sophie, Los Angeles, as a memorial to Charles P. Skouras.

Robert Aldrich; "Finian's Rainbow," a feature cartoon; "The Survivors," to be produced by the Boulting Brothers; "Hunters Of The Deep," underwater adventure; an untitled Bella and Sam Spewack film; and "Long John Silver," produced by Joseph Kaufman, the first DCA release. Schwartz reported that \$1,000,000 already has been subscribed by exhibitors for shares in DCA, and added that he was endeavoring to secure pledges for more money which may or may not be needed to carry out DCA plans.

Prior to the convention, the TOA board elected Martin, president, Martin Theatres of Georgia, Inc., Columbus, Ga., to succeed Walter Reade, Jr., as president. Reade was named board chairman, a post formerly held by Alfred Starr, Nashville, Tenn., who continues as chairman, executive committee. Samuel Pinanski, named honorary board chairman to succeed the

## Holdovers Hold Own In Broadway First Runs

NEW YORK—With not a single new opening, business in the Broadway first-runs was holding up fairly well last weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"A STAR IS BORN" (Warners). Paramount was heading toward \$58,000 for the fourth week.

"A STAR IS BORN" (Warners). Victoria, playing day-and-date with the Paramount, reported \$33,000 for the fourth week.

"BLACK WIDOW" (20th-Fox). Roxy claimed \$27,642 for Wednesday through Sunday, with the second week down to \$34,500.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with stage show, garnered \$95,000 for Thursday through Sunday, with the fourth week expected to reach \$140,000.

"SABRINA" (Paramount). Criterion anticipated the seventh week at \$22,000.

"CARMEN JONES" (20th-Fox). Rivoli was sure to top \$58,000 on the second week.

"THE BLACK KNIGHT" (Columbia). Globe was heading toward an \$11,000 second week.

"SUDDENLY" (UA). Mayfair expected to hit \$15,000 on the fifth week.

"ON THE WATERFRONT" (Columbia). Astor was due for \$21,000 on the 15th week.

"BAREFOOT CONTESSA" (UA). Capitol expected sixth week to tally \$30,000.

"BEAU BRUMMELL" (MGM). Loew's State was heading toward \$14,000 on the third, and last, week.

late Charles P. Skouras, told the convention that problems besetting exhibition make it necessary for all members of TOA to "stick together" and "work in unison." The number of vice-presidents was increased from seven to eight. Reelected were A. Julian Brylawski, Roy Cooper, Pat McGee, Myron Blank, Albert M. Pickus, and John Rowley, and newcomers are George G. Kerasotes, Springfield, Ill., and J. J. Rosenfield, Spokane, Wash. Robert R. Livingston and Si H. Fabian were reelected as secretary and treasurer, and Herman M. Levy continues as general counsel. Named to the executive committee were Carl E. Anderson, Art Adamson, Tom Bloomer, Jack Braunagel, James S. Carbery, C. E. Cook, Horace Denning, Edward L. Fabian, Nathan Greer, M. A. Lightman, Jr., Mack Jackson, R. M. Kennedy, Arthur H. Lockwood, Morris Loewenstein, Roy Martin, Jr., Martin J. Mullin, J. J. O'Leary, A. Fuller Sams, Jr., Jay Solomon, Morton Thalhimer, David Wallerstein, R. B. Wilby, and Nat Williams. The board elected Mitchell Wolfson as chairman, finance committee, and voted him the authority to name from three to five members to serve with him.

Wolfson issued TOA's statement of opposition to National Allied's plan to seek  
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# TESMA, TEDA, And IPA Shows Draw Record Number Of Exhibs

CHICAGO—While delegates to the TOA convention were convening last week, TESMA, TEDA, and IPA, the other organizations participating in the huge Conrad Hilton Hotel trade show, were attending to their business.

The International Popcorn Association, participating for the first time, elected Bert Nathan, Theatre Popcorn Vending Company, Brooklyn, to the presidency by a unanimous vote. Nathan, who had served as first vice-president, succeeds J. J. Fitzgibbons, Jr., who becomes board chairman.

Newly elected directors include Robert Pelton, Pelton Popcorn Company, Bloomdale, O., processors; Allen W. Adams, Adams Corporation, manufacturers and wholesalers; Nathan Buchman, American Theatre Supply Corporation, theatres; H. H. Miller, Caramel Crisp Shop, Madison Wis., retail popcorn shops; Dave C. Evans, Gold Medal Products, Cincinnati, jobber-distributors; A. J. Villiesse, Villiesse Sales Company, Wilmette, Ill., brokers; and Rex Yocum, Seedboro Equipment Company, Chicago, equipment manufacturers. A committee was formed to select the "Popcorn Man of the Year" for 1955, who will receive a Golden Ear of Corn.

TESMA directors discussed the possibility of expanding the trade show to include both Allied and TOA, with the trade show in operation for six days and one exhibitor organization meeting the first three days and the other meeting the last three. Washington was named as a possible site for next year's show, but sentiment seemed to favor holding it again at the Conrad Hilton. The importance of the trade show was well demonstrated during the convention by the crowds of exhibitors.

TESMA elected Fred J. Wenzel, Wenzel Projector Corporation, and M. H. Stevens, Bausch and Lomb Optical Company, as directors to fill the unexpired terms of Bob Engel, no longer in the field, and Harry Strong, Strong Electric Company, who resigned because of ill health.

## Skouras Will Probated

LOS ANGELES—The will of Charles P. Skouras, National Theatres president, who died last fortnight, was filed for probate in the Superior Court last week. The estate is listed as being in excess of \$10,000.

By terms of the will a trust is created in his community property interest in certain securities, with the income to be payable to his widow, Mrs. Florence L. Skouras for life. Upon her death, the trust property will go to his three surviving children, Mrs. Jack Jungmeyer, Mrs. Margaret L. Curti, and Charles P. Skouras Jr. The balance of the estate was left to his wife.

The son, Charles P., Jr., a brother, George, president, United Artists Theatres; and two friends, Michael Rosenberg, vice-president, Pacific Drive-In Theatres, and John B. Bertero, vice-president, National Theatres, Inc., were named as executors of the will and as trustees of the trust.

Reelected for another three-year term as directors were Jack Nolan, National Carbon Company; Jack O'Brien, RCA; and Erwin Wagner, Wagner Sign Company.

TEDA engaged in a heated discussion on the forthcoming reduction in price of Bausch and Lomb's smaller anamorphic lenses, indicating that a larger discount than presently contemplated by the optical company would allow equipment dealers to make adjustments of their own with future buyers.

TEDA members said that many will be caught with stock on hand, purchased at higher prices, and they believe that there will be unfavorable reactions from customers who recently bought lenses at the higher price.

Ray C. Colvin, TEDA executive director, stated that the organization's public relations program will be broadened in the coming year to include about 60 talks before various civic groups on the importance of the theatre to the community. The board elected Henry Sorenson, Modern Theatre Supply Company, Dallas, and Kenneth R. Douglas, Jr., Capitol Theatre Supply Company, Boston, to three-year terms. They succeed Homer Tegtmeier, B. F. Shearer Company, San Francisco, and S. F. Burns, Modern Theatre Equipment, Seattle.

## North Central Exhibs Hear TOA Position

MINNEAPOLIS—Top TOA officials met last fortnight prior to the opening of the exhibitor association's annual convention in Chicago with more than 75 independent and circuit exhibitors from Minnesota, the Dakotas, and upper Wisconsin and explained TOA's approach to current industry problems.

Harold Field, Pioneer Theatres, and E. R. Ruben, Welworth Theatres, sponsored the meeting, and speakers included Walter Reade, Jr., TOA president; Herman M. Levy, executive counsel; Alfred Starr, board chairman; George Kerasotes, Illinois; and Roy Cooper, San Francisco. No concrete steps were taken to form a TOA unit in the North Central area. Kerasotes stated that film companies, in an effort to improve exhibitor-distributor relations, should allow branch and district managers to exercise greater responsibility, since they are close to local problems and understand the situations confronting theatre owners in various locales.

Many attending exhibitors are members of North Central Allied, and the question was raised as to why the two national organizations have not or do not merge. Reade insisted that he has favored such a merger all along.

Ruben stated that he favored formation of regional units in the Minneapolis trade area patterned on the Illinois UTO plan, with affiliation in a national organization, preferably TOA, whose greater size gave it increased bargaining power.

## TOA

(Continued from page 9)

federal control of distribution, and said that the plan invites "regimentation," and expressed his opposition to "the loss of the American concept of a free market which this bill proposes . . ." The need for increased production, Wolfson asserted, could only be satisfied if producers and distributors have the profit incentive "to risk making pictures of unusual box-office value." Wolfson agreed that exhibitors must fight for fair prices and policies, but not through the medium of government regulation. He said, "We want more pictures, not more policies. We should see to that end in unity and not force prices up by trying to out-bid each other."

Another convention speaker who raised his voice in opposition to government regulation and also made a strong pitch in favor of arbitration of disputes was Al Lichtman, 20th-Fox director of distribution. Recent meetings, Lichtman said, had resulted in the ironing out of all obstacles standing in the way of arbitration but one, and he expressed the belief that it also would be overcome soon. Arbitration, Lichtman asserted, would give exhibitors an easy, inexpensive tribunal before which to air their grievances. Answering questions from the floor, Lichtman said he is always willing to arbitrate with an exhibitor, even without a formal plan; salesmen are always willing to conciliate; steps are being taken to increase the volume of CinemaScope prints, both optical and magnetic; the company maintains and has always maintained a flexible sales policy depending upon the situation; no CinemaScope pictures will be made available in 2-D versions; and Darryl F. Zanuck, 20th-Fox production chief, has promised to provide him with 20 pictures a year if it could be done and the talent is available.

Lichtman also reported on his company's technical progress, stating that the goal of 20th-Fox engineers in the field of theatre television is Eidophor in color on screens "in a size similar to CinemaScope." He stressed the importance of effecting a producing organization to provide TV programming. Turning to CinemaScope, Lichtman declared that 20th-Fox in 1955 hoped to have "startling improvements" in camera techniques and equipment, and urged the adoption of magnetic stereophonic sound wherever possible.

Despite the general air of cooperation, however, there was convention talk which indicated that TOA, too, was considering taking certain problems to the government, and that TOA was prepared to ask the Justice Department to review results of the consent decrees in the paramount case designed to aid exhibitors in order to determine who in the industry is reaping the benefit, and to ask for a modification of the decrees to permit all divorced theatre affiliates of production-distribution firms to engage in the production of films.

In one of the more militant convention sessions, small town members protested current distributor practices, and gave particular attention to clearances and film rentals, adding that the key to the whole situation was sufficient product. Exhibitors proposed a variety of methods of at-

(Continued on page 11)



**TOA***(Continued from page 10)*

tacking the problem, even a product boycott against some distributors. Starr led the session, and outgoing President Reade told the throng that "we will do anything you ask" to the limits of legality in obtaining relief.

The necessity for exhibitor unity was stressed, and it was recommended that Allied and TOA set up a joint committee to bring about trade practice reforms. The board was authorized by the membership to take immediate action on such issues as standardization of equipment, unification of exhibitors, high amusement advertising rates in newspapers, distribution of product to army theatres before commercial theatres, and the frequent lack of trailers for current releases. It was emphasized that distribution was in a new era of prosperity while exhibition was threatened with disaster. The Motion Picture Theatre Owners of Metropolitan District of Columbia distributed a resolution demanding that the board take action in regard to clearance, print shortages, film rentals, and other issues and vote in favor of any measures to remedy unfair practices.

Other convention business included approval of a resolution by Fabian that the industry as a whole hold a one-day collection in a given week to aid the Will Rogers Memorial Hospital. Hospital President Abe Montague appealed for continued support of the hospital.

The TOA board decided to make a new effort to obtain more favorable liability rates, discussing the possibility of obtaining coverage on a per-seat rather than a per-admission basis. It was felt that improved safety measures should bring about a reduction in theatre insurance rates. The board also voted to reactivate the TOA insurance committee to obtain data on the problem.

Starr predicted that the next TOA convention would see a "big representation" of foreign exhibitors since problems confronting American and British theatre-men were similar and commented on a cabled message from Kenneth Winckles, joint assistant managing director, J. Arthur Rank Organization, who expressed regret at not being able to attend this year's conclave. Starr also urged the use of more foreign pictures in the American market, both as an answer to the product shortage and a way to win back the special audience.

Martin and Kerasotes delivered the organization and membership report, urging that the board continue the employment of George Gaughan as field representative in the east, middle west, and south. The engagement of a second such representative in the west and far west was recommended. Such a representative could attempt to form TOA units where none exist. The report pointed to Gaughan's accomplishments with the Tennessee TOA, the ITO of Arkansas, and the UTO of Illinois.

Levy, general counsel, reported that the board had approved a motion to continue its opposition to subscription TV in "every legal way available to it," cooperating with the exhibitors' committee headed by Starr and Trueman Rembusch of Allied. The board also authorized the creation of a fitting memorial to the late Charles Skouras.

**Berger, Civic Leaders  
Tour RFE Installations**

**NEW YORK**—Benjamin Berger, Minneapolis exhibitor and president, Allied Independent Theatre Owners of Minnesota, North Dakota, and South Dakota, and Elizabeth McStea, board member, National Board of Review, represented the industry in the delegation of 72 civic leaders who inspected Radio Free Europe's installations last fortnight.

Berger joined the special flight in his capacity as Minnesota co-chairman, Crusade for Freedom. The tour of labor leaders, businessmen, religious leaders, clubwomen, and others, as well as Crusade state chairmen, kicked off the 1955 campaign on behalf of RFE.

Berger and other members of the party personally participated in the project by setting aloft balloons carrying messages from west to east. They viewed a monitoring plant where all Soviet broadcasts are taped so that lies can immediately be refuted, and visited Berlin where the marked difference between east and west is most apparent.

The Minnesota theatreman broadcast directly to the Red zone from RFE's Munich station.

**COMPO Ad Warns Of Taxes**

**NEW YORK**—The 30th in the series of Council of Motion Picture Organizations ads in Editor and Publisher, which appeared last week, called attention to the threat of new municipal admission taxes and pointed out to editors a few aspects of such taxes that may not have occurred to them.

"When Congress reduced the 20 per cent federal admission tax last spring it took great care," the ad says, "to make it known why this relief was being voted."

A committee consisting of L. S. Hamm, San Francisco; Elmer Rhoden, Kansas City; and Levy was named to formulate the plans.

Another important phase was a theatre equipment and new processes forum where the industry's technical future was described. Earl I. Sponable discussed forthcoming advances in CinemaScope, and Paramount's Loren Ryder discussed the three types of prints available through VistaVision, standard, anamorphic, and double-frame horizontal. Ryder stated that VV's aim was to allow both large and small theatres to project the best picture possible and that Paramount was not against any system. RCA's Jack O'Brien urged the industry to move along "some avenue of direction" in the new developments. He did not mention Allied by name, but he referred critically to that organization's plan to enter the field of manufacturing equipment.

Other speakers were Leonard Satz, Raytone Screen Company; A. E. Neumer, Bausch and Lomb Optical Company; and A. J. Hatch, Strong Electric Corporation. Panel members were Fred C. Matthews, TESMA; Nash Weil, TEDA; A. E. Meyer, International Projector Corporation; Louis E. Pope, Fox Midwest; Edwin Gage, Walter Reade Theatres; Joseph Zaro, Bijou Amusement Company; E. J. Nelson, Bal-

**Westrex Managers Meet**

**NEW YORK**—Westrex Corporation's subsidiary company recording managers from Australia, England, France, and Japan were last week attending a conference on new recording equipment and techniques. This conference has been convened by R. O. Strock, Westrex Corporation's commercial recording engineer. The program includes visits to studios in the New York area, and this week, all conferees will go to Hollywood to visit the important studios and to inspect Westrex Corporation's Hollywood division and laboratories.

Those in attendance at this technical conference include J. Y. Abe, director and assistant manager, and K. Kagara, recording engineer, Westrex Company, Orient, Tokyo; J. A. Todd, recording manager, Westrex Company, Ltd., London; W. E. Kollmyer, manager, Westrex Australia Ptl., Ltd., Sydney; R. Senechal, head of recording department, Westrex Company, France-Belgium, Paris; and R. W. Wight, manager, Westrex Corporation's Hollywood division.

**Industry Stock Notes**

**WASHINGTON**—The Securities and Exchange Commission reported last week that stock transactions by corporation officers and directors from Sept. 10 to Oct. 11 included Associated Motion Pictures, Inc., Douglas T. Yates acquired 149 shares; Columbia, A. Montague sold 200 shares; National Theatres, Peter Colefax disposed of 500 shares, and acquisitions included Alan May, 100; E. C. Rhoden holding companies, 1,000; Frank H. Rick- etson, Jr., 9,000; and Graham I. Sterling, 200.

Other acquisitions included RKO Theatres, E. W. Engstrom, 100 shares; Republic, Richard W. Altschuler, 500 shares; Stanley Warner, Nathan Lapkin, 11,241 shares; Warners, Albert Warner Trust, 4,500 shares, and Jack Warner trust, 5,000.

lantyne Company; John R. Miles, Projection Optics; F. C. Dickely, Altec Service Corporation; and Robert Gottschalk, Pan-avision. Alex Harrison, 20th-Fox western sales manager, served as forum moderator during the session.

Another form for operators of drive-ins came to the conclusion that screens provide the biggest drive-in problem raised by the new processes. It was conducted by Jack Braunagel and William T. Powell, co-chairmen, TOA drive-in committee. Most concern was over the correct size of outdoor screens for best results. Other problems as they relate to outdoor theatres which were discussed included proper screen curve and tilt; dust control; insect control; concessions; and playground and other equipment.

The convention also heard a plan calling on major studios to give "further cooperation" to show on TV half-hour films promoting motion picture product. The plan was proposed by Bruce Balaban, who ran off sample footage at a luncheon sponsored by Radiant Manufacturing Corporation, Nestle Company, Charles E. Hires Company, RCA, Motiograph, and National Theatre Supply. Balaban said the films would be distributed to local TV stations for the advertising of screen product and pointed out that sponsorship would eliminate cost to the industry.



## U-I Shifts Executives As Operations Expand

NEW YORK—As a further step in integrating executive and creative functions, Edward Muhl, U-I vice-president in charge of production, last week announced a number of important promotions and the creation of a new studio executive committee to keep pace with expanding operations on the lot.

The new executive group, which will operate directly under Muhl, is composed of James Pratt, executive manager of the studio; Morris Davis, business manager; Robert Palmer, talent executive; Ray Crossett, scenario and story editor; Morris Weiner, in charge of industry relations; George Douglas manager of operations; and Ernest Nims, editorial executive.

The realignment, said Muhl, is designed to get the maximum production benefits from the creative, policy-making and management experience of executives.

In a realignment of executive duties, George Douglas, studio treasurer, is advanced to a newly-created post of manager of operations, and Charles Stineford, assistant business manager, takes over the position of studio treasurer. Morris Weiner moves up from his post as studio manager to that of head of industry relations.

At the same time, Muhl has also streamlined the studio operating committee to serve as an arm of the executive group on an operational level. As manager of operations, Douglas will now also serve

## N. Y. Exhibs Appeal Decision In Tax Case

NEW YORK—Loew's Theatres attorney Thomas Bress announced last week that counsel for the city's exhibitors were scheduled to file briefs appealing the decision by Supreme Court Justice Percy D. Stoddart in the current suit against the city's five per cent amusement tax. The appeal, scheduled to be filed in the Appellate Division, Second Part, Brooklyn, contends that the tax is in excess of the five per cent ceiling imposed by the state enabling act and contradictory to a prior provision of the Administrative Code.

Justice Stoddart's decision upheld the motion for summary judgment of Stanley Buchsbaum, counsel for the city, but preserved a prior injunction order of Supreme Court Justice Nicholas M. Pette until final decision on the appeal.

as chairman of the operations committee. Others on this committee are Gilbert Kurland, production manager; Emmett Ward, plant manager; Percy Guth, post-production manager; Joseph Dubin, chief studio counsel; George Bole, commercial and short subjects manager; William Batliner, assistant to Douglas as operations manager; Charles Stineford, new studio treasurer; Ivan Betts, studio controller; Jack Bauer, casting director; Sam Israel, studio publicity director; and Clark Ramsay, executive assistant to David Lipton, vice-president.

## Dyckman Fights Anti-Trust Decision

NEW YORK—William Gold, attorney for the New Dyckman Theatre Corporation, last week filed a writ of mandamus in the Circuit Court of Appeals, seeking to reverse the ruling of the Federal District Court in which Justice Dawson called upon the plaintiff to "particularize" his anti-trust complaints and set the "bounds of permissible discovery." The ruling was considered precedential.

The New Dyckman, in the appeal, asked the higher court to reinstate the complaint, which Justice Dawson declared to be largely irrelevant in its original form. The appeal contends that Justice Dawson limited the area of conspiracy that could be charged to the film companies, arguing that by doing this the court refused jurisdiction of the complaint. It is the plaintiff's position that the Paramount case conspiracy has continued despite the consent decree and that the plaintiff need not be limited to charges on or after October, 1953, when the New Dyckman opened.

Listed as defendants in the \$324,000 suit were RKO, RKO Theatres, Warners, Stanley Warner, 20th-Fox, and U-I.

## Goldwyn Studios To Be Sold

HOLLYWOOD—Counsel for both Samuel Goldwyn and Mary Pickford, who jointly own the Goldwyn studios, announced last week that agreements are being worked out which should bring about the sale of the studio some time this month.



HAROLD HECHT

# GARY COOPER

the big news TODAY from UA

Just completed ... the battle of the giants in the biggest spectacle of them all!

## "VERA"

IN... **SUPERSCOPE**

Co-Starring  
DENISE DARCEL · CESAR ROMERO

Screenplay by  
ROLAND KIBBEE and JAMES R. WOOD

Directed by  
ROBERT ALDRICH



## Columbia Sets Fund For Inde Production

NEW YORK—Recognizing the need of exhibitors for a greater supply of top-bracket films, Columbia announced last week the allocation of \$10,000,000 to be devoted exclusively to the financing of independent production in this country and elsewhere in the world.

"We are aware that the so-called product shortage has been and will continue to be the industry's prime problem," Harry Cohn, president, said. "I can think of no better way to alleviate the situation than to provide a large sum of money for the support of new film projects. Our own studio will continue to deliver its full program of company-made pictures. We are planning an even greater number of top-quality films than in the past. But we intend to supplement the studio's program with a lineup of the best independently-made films we can attract."

Announcement of the creation of the new \$10,000,000 facility is expected by Columbia to prove a strong stimulus to independent producers here and abroad. Several important deals were said to be currently under discussion at Columbia.

## Montague To Address Allied

CHICAGO—At a board meeting of Allied Theatres of Illinois last week, Jack Kirsch, president, announced that Abe Montague, general sales manager, Columbia, has accepted an invitation to address the membership on Nov. 17.

## AB-PT's Hyman Asks Distribution To End Seasonal Release System

NEW YORK—Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, last week called on distributors to end their policy of making pictures available for holiday seasons and leaving "horrible gaps" as far as quality product is concerned at other times.

Hyman added that a study of films available between Thanksgiving and Christmas revealed "practically nothing of quality," but that there are so many quality productions available for Christmas dates that "there just is not enough room for all . . . with the result that some of them will just have to play at a later date."

The AB-PT executive has long been advising an even distribution of quality product without regard for the seasons. The current policy of distribution, he contended, caused patrons to become disillusioned with motion picture entertainment, a dangerous situation in the face of

increased public interest in motion pictures brought about by recent technical advances and better product.

The solution to the problem, Hyman said, is cooperation between exhibitor and distributor. He opined that the distributor who first goes along with a proposal of even distribution throughout the year will "catch his competitors flat-footed since he will have practically no competition with his picture being the sole quality attraction being shown." A first-run showing at such a time, he added, would make a quality film available to sub-run houses at a time when it was needed, affording distributors "more than the usual film rental" on such a feature.

Hyman urged that "the experiment be made now, keeping in mind that the only way to conduct such an experiment is to use pictures that have the necessary 'legs'."

## Cohn Signs New Pact

NEW YORK—Announcement was made at Columbia last week that the corporation had entered into a new five-year contract with Harry Cohn, president, for approval by stockholders.

"The new contract," Cohn stated, "should dispel any rumors that I am in a negotiation for the sale of my Columbia stock, nor have I presently any intention of entering into such a negotiation."

## Pioneer Interest Spreads

NEW YORK—The national significance of the 16th Annual Showmanship Dinner of the Motion Picture Pioneers is becoming apparent in the increasing number of reservations coming in from the middle west, south, and west coast as well as from the east. All indications are that the dinner, which will honor Si Fabian as "Pioneer of the Year" on Nov. 17, will be an occasion of importance.

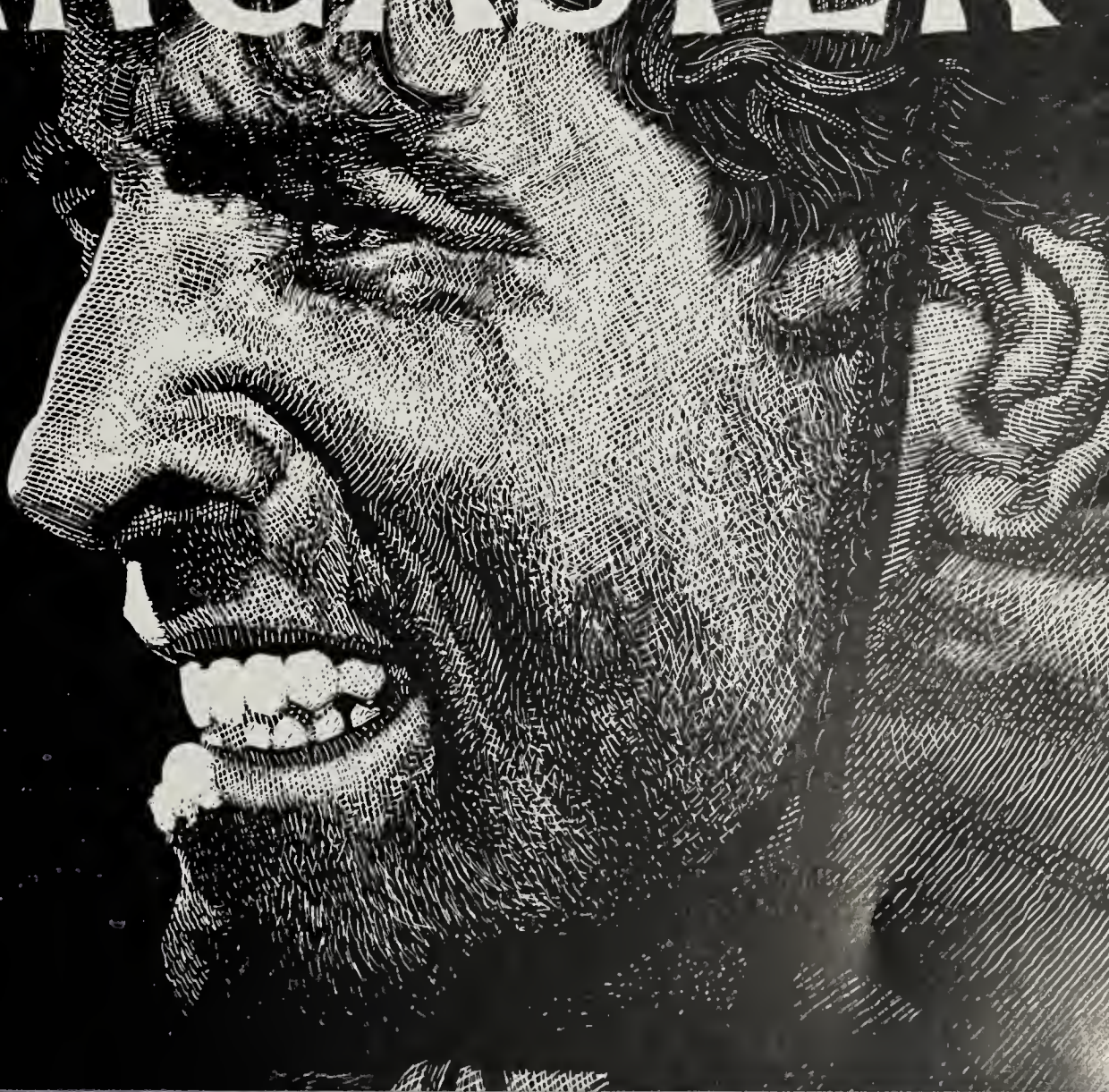
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# BURT LANCASTER

## CRUZ"

OR BY **TECHNICOLOR**

with  
GE MACREADY  
ST BORGNINE  
Story by  
RDEN CHASE · JAMES HILL  
and introducing  
SARITA MONTIEL  
Produced by  
HT-LANCASTER PRODUCTION  
SED THRU UNITED ARTISTS





# The International Scene . . . . .

## Canada

### Industry Sets Plans For Ad Rate Fight

TORONTO—The newspaper industry is expected to be asked by the motion picture industry for more equitable treatment in respect to rates charged for amusement advertising. The action will probably follow the meeting later this month of the Canadian Motion Picture Industry Council.

Various exhibitor bodies in the country already have expressed discontent with the present rates, and Clare Appel, executive director, Canadian Motion Picture Distributors' Association, has gone on record that "strong protest" should be made. Another reason to expect such action is the resolution by the Maritime Motion Picture Exhibitors' Association protesting the treatment newspapers give TV over motion pictures.

The protest undoubtedly would be made by the Canadian Motion Picture Industry Council, representing all phases of the industry, but the actual pressure to see that action follows upon words would be lodged with a proposed Canadian Motion Picture Institute. This body, still in the talking stages, but loudly boosted by many industry leaders, could become an important clearing-house for the industry as well as a public relations organization.

Through the years, various tables of statistics have been prepared by exhibitor bodies, showing the inequities in amusement advertising as compared with other advertising rates. The latest slur to the industry was the raising by The Toronto Star of its rates, five cents a line. This is all the more important in the light of the fact that the Star is the latest daily newspaper in the country and other papers are likely to follow suit.

In urging industry-wide protest, Appel said that immediate beneficial results may not be obtained, but he suggests that encouragement be given those newspapers which have maintained their lineage rates.

A premium rate is exacted for the amusement pages in some newspapers, and these, said Appel, "are open to any advertiser who will pay the increased lineage rate." He said it was "an unfair practice when theatre ads are taken off the amusement page to make room for dance halls, restaurants, etc.

"If a newspaper discontinued all theatre advertising it would likely receive more protests from its readers than would occur from the deletion of any other section," said Appel.

Another industry figure has suggested that perhaps one day should be set aside by the whole industry when all theatre advertising be eliminated and "just see the public's reaction then."

## Canadian Comment

New building is planned by both Famous Players and Odeon for Canada. Fam-



A month before Samuel Goldwyn's "Hans Christian Andersen" opened at the Flora, Amsterdam, Holland, this display dominated the theatre's lobby and attracted attention to the RKO release.

ous plans a 1,000-seater in Red Deer, Alta., with construction to get under way this fall, while Odeon plans a replacement for the Kent, Moncton, N.B., which was destroyed six years ago. Famous' house, to be built with the cooperation of Famous partners, Parnell and Sons, owners of the Capitol and Crescent, Red Deer, will have a frontage of 90 feet and a depth of 135 feet. In the same block as Odeon's new house is the new Franklin-Herschorn theatre, where work has been underway for some time.

Announcements from the Associated Screen News, Ltd., Montreal, operators of the largest laboratory in this country, point the future direction of the company. In its first announcement, ASN stated that it is closing its still photo departments, including branches in several areas of the country. This was followed with an announcement of the first motion picture and TV workshop to be held in Canada. This is planned for the benefit of companies interested in the production of films for these two fields, with staging at the Montreal studios of ASN on Dec. 6-8. Through the media of discussions, demonstrations, and exhibits, the extensive program of the workshop will be implemented. Among the key speakers are Dr. A. W. Trueman, the National Film Board commissioner, the first speaker; A. Davidson Dunton, chairman, Canadian Broadcasting Corporation, representing the Canadian TV industry; and Eugene Fitzgibbons, Famous Players Canadian Corporation, who will speak on the operation of private TV stations.

The Heart Fund of Variety Club will benefit to the tune of \$10,000 through cooperation of the Imperial Oil Company, Limited, and Famous Players Canadian Corporation. Famous has broken an iron-clad rule that no commercial advertising be shown on its screens to assist the Fund, which this year was faced with a desperate situation in the light of a union dispute which prevented a theatrical benefit. The exhibition company's executives said the showing of the single reel short subject sponsored by Imperial Oil does not open the door to further commercial film advertising. The short features the singers and dancers from

Trinidad who danced and sang to the accompaniment of tuned drums made from empty Esso oil drums. The only advertising is the name Esso on the drums. Every cent in the Heart Fund of Variety is devoted to the operation and maintenance of Variety Village.

Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, announced the appointment of H. Alfredo Steinberg as assistant general manager here. Steinberg comes to UA with a broad background of experience in the territory. A native of Rio de Janeiro, he entered the industry in 1932 with Companhia Cine Brazil, an exhibitor organization. He held executive sales posts with Paramount, U-I, Monogram, and more recently with Columbia, where he also served as assistant general manager.

A familiar face will be seen around Famous Players' head office publicity department again with the appointment of A. E. "Bert" Brown to handle special exploitation for the company. In an announcement by James R. Nairn, director of public relations and advertising, it was stated that Brown would handle special "off-beat" feature films for the circuit. His particular job will be to follow through on these pictures by working out special exploitation and advertising campaigns, and in many cases personally visiting theatres in the field to help the managers sell these attractions. Brown has for many years been associated with the department, but had recently headed the Remington air-conditioning unit of General Theatre Supply Company, a subsidiary of Famous Players.

CINE CHATTER—The 1955 Variety Club Tent 28 crew elected at the annual meeting were Herb Allen, George Altman, Clare Appel, Louis Davidson, Jack Fitzgibbons, David Griesdorf, Monty Hall, Paul Johnston, Dan Krendel, Harry Mandell, and Ernest Rawley. The crew will elect the executive and chief barker. . . . Purchase of the Carlton from B and F, Toronto, has been officially announced by the Canadian Broadcasting Corporation. It will be used as a studio for both radio and TV. . . . June de Denko, who has reopened the Guild, Toronto, is a baroness. . . . The Jack Rohers, Peerless Films, have another girl, while other population gains have been contributed by the Harry Imperials, IFD, and Bill Rossen, 20th Century Theatres. . . . Walter Herbert, Ottawa, heads the management committee for the Canadian Film Awards, which is sponsored by the Canada Foundation, Canadian Association for Adult Education, and the Canadian Film Institute. . . . Cecil Black has resigned his position in Toronto as sales manager of the 16mm. subsidiary of Empire-Universal Films, Ltd. Black came from western Canada. . . . Earl Clark has been made director of industrial and tourist promotion for the Province of Nova Scotia. He was, until his recent resignation, production sales manager of Association Screen News, Ltd. He produced more than 50 shorts over the past 12 years. . . . The 200-seat Bedford, Bedford, N.S., operated by Mrs. W. A. Purcell, was seriously damaged recently by fire of undetermined origin. . . . Tom Daley

(Continued on page 20)



"THE  
HUMAN JUNGLE"

**YOUR**

"TARGET  
EARTH"

**BEST**

"THE  
BOB MATHIAS  
STORY"

"TONIGHT'S  
THE NIGHT"  
TECHNICOLOR

"PORT  
OF  
HELL"

"CRY  
VENGEANCE"

**MOVE**

"THE BIG  
COMBO"

**IN  
1954  
-55**

"SHOTGUN"  
TECHNICOLOR

"THE  
ANNAPOLIS  
STORY"  
TECHNICOLOR

"JOHN  
BROWN'S  
RAIDERS"

"THE  
BLACK  
PRINCE"

CINEMASCOPE

**IS  
WITH**

"HOLD BACK  
THE NIGHT"

**THE  
COMPANY  
THAT'S  
ON  
THE  
MOVE!**

**ALLIED  
ARTISTS**





Olive Henderson and Patricia Gaw, Scot lassies touring on behalf of MGM's CinemaScope production, "Brigadoon," visit Buffalo and give the heather treatment to Dewey Michael, independent exhibitor; Myran Grass, Cooperative Theatres; and Chris Pape, Schine Circuit. In the rear are Ed Susse, MGM Buffalo salesman, and Jack Mundstuck, branch manager, both beaming approval at the gay goings-on.



Enjoying one of Commander Murray's Scottish stories in Des Moines are A. H. Blank, president, Tri-States Theatres, and Myran Blank, president, Central States Theatres, both of Des Moines.



Another important part of the campaign is tieups with business establishments, and seen is the beautifully decorated "Brigadoon" window in Emily's, New York, featuring a poster and stills.



Also assisting in "Brigadoon" promotion was Commander Ian Murray, technical advisor. Seen here in one of Milwaukee's famous cheese establishments, the bearded commander receives a gift from Mrs. Marian Hvasta, manager, Tawne.

## Scottish Magic

**B**ROADWAY audiences delighted a while back in a Scottish fairy tale, "Brigadoon," and MGM, utilizing sparkling AnscoColor and CinemaScope, has made it possible for audiences all over the country to enjoy it.

Bringing the production to the public's attention afforded the company the opportunity to go all out in their campaign, and, utilizing a Scottish motif, MGM sent Commander Ian Murray, technical director, and two Scottish lassies, Olive Henderson and Patricia Gow, on extensive tours of various areas in advance of local openings.

Bekilted and distributing heather with a lavish hand, the touring trio garnered considerable newspaper space, radio and TV coverage. Another phase of the campaign was window displays as "Brigadoon" afforded countless tieup opportunities.

Important in the ballyhoo was the selection of the happiest village in the nation, and that honor went to Saratoga Village, Md., which forthwith was renamed "Brigadoon."



The gala Philadelphia opening at the Viking featured a parade dancé in the finest Scottish tradition, with MGM's two kilted good will messengers and Elaine Stewart, MGM starlet featured in the production, prominently displayed atop a proud coach and four. Combined with an extensive advertising and publicity effort, they made the city "Brigadoon" conscious.



Commander Murray visited Philadelphia and was greeted by, left to right, Wesley Watson, Weiland-Lewis Circuit, Atlantic City, N. J.; Bill Madden, MGM branch manager; John Turner, UA eastern division manager; Jay Wren, Paramount Theatres division manager; Murray; Lou Farmata, MGM district manager; George Beatty, Goldman Theatres; and Ed Herber, U-I.





In Dallas, Cammander Murray is surrounded by, left to right, Francis Barr, assistant to Frank Starz, head, Interstate Circuit's ad department; Hal Cheatham, publicity man; Starz; Rita Stoutt; James Blair; and seated, Connie Sue Rabertsan, who was judged the winner of the Dallas cantest.



Lou Allerhand, MGM New Ycrk branch manager, and his entire exchange staff welcome the pretty Scattish dua ta the branch during their stay in the b'g tcwn. The campaign in the metrapalitan area was extensive, with all phases of advertising media employed to create interest in the picture.



Cammander Murray discovered while he was acting as technical advisor during the filming of the Highland fairy tale that his work was just beginning. On his extensive tour for the film, he met Ralph W. Maw, left, MGM district manager in Minneapolis, and Burr Cline, State, Jamestown.



Saratoga Village, Md., judged the happiest village in the U. S., changed its name to "Brigadaan," and MGM's two Highlanders pin genuine Scattish heather on the lapel of Mayor John Derr, who visited from nearby Frederick, Md.



While the cammander was in Dallas, his activities brought him into contact with many representatives of exhibition, among them Dan Douglas, advertising manager, Rawley United Theatres. Also seen is an attractive film poster.



Cammander Murray, visiting the MGM Memphis branch, is shown here with Brother Hubert Arthur, Memphis' Christian Brothers College, and Arthur Graan, manager, Laew's State. The tours covered all parts of the nation and openings.



**Konecoff** (Continued from page 8) to the various distribution centers, show it to exhibitors and press and talk with anyone who will listen.

The film, in color and in CinemaScope stars John Wayne and cost \$4,900,000 the last time Powell looked, but this is exclusive of prints and advertising, which could bring the budget up to the expected six millions. It is expected that it will have to gross 10 millions before a profit is shown. The feature will be released about March.

Powell always wanted to make a picture as he saw fit, and Howard Hughes, RKO production head, gave him the green light. He has no contract with Hughes, but is operating on a week-to-week basis and prefers it that way, working on merit. In answer to a question, he replied that he was offered the job of heading production at the studio the first day he started work there, but he turned it down claiming he didn't have enough experience.

Powell was unsure of his future plans. He thought that if the reception and reaction are good on "The Conqueror," he may produce some other films. Harry Cohn, Columbia prexy, has offered him the production reins for musical version of "It Happened One Night," which will star June Allyson, but he has made no decision as yet, he said. Then, too, he would like to produce "The Long Wire" for Howard Hughes, starring John Wayne, which was what he was supposed to make originally with Wayne until the latter got a look at the script of "The Conqueror" and liked it so much that he gave it preference.

Powell admits having some talks with Fred Schwartz, president, Distributors Corporation of America, and also that he would like to remain with Hughes.

"The Conqueror" runs a little over two hours at present, but Powell thinks that the final version will be a little shorter. It will probably be released in CinemaScope initially, to be followed by prints in Superscope, which will permit distribution on a wider scale. He liked working in CinemaScope.

Footnote: If "The Conqueror" is a smash success, then Powell will get out of TV, which he claimed is murderous as far as finding an adequate supply of good material is concerned, although he and several other Hollywood stars have found turning out filmed dramatic shows profitable.

**PRODUCTION SCENE:** There was a chill in the air as we hopped in a cab and headed for Psychiatric building at Bellevue Hospital. Actually, we were headed to watch Jose Ferrer direct a scene for "The Shrike," with himself and co-star June Allyson, for U-I release.

When we arrived, a crowd huddled at the outer gates while inside clumps of off-duty nurses and interns waited for something to happen. Ferrer came over to say "hello" while the lights were being arranged. We asked him why they had to come all the way from Hollywood just to shoot two scenes outside the hospital and one in Times Square, later, since all the rest of the film was being photographed in Hollywood. His answer was that the authenticity displayed in the sequences would serve to better the film.

## Anti-Trust Plaintiffs To Lose Advantage

**NEW YORK**—It was confirmed last week that benefits to anti-trust plaintiffs from the fact that the statute of limitations was suspended while the government's anti-trust action was pending will expire shortly as far as RKO companies are concerned.

RKO Corporation was granted Federal Court approval of a consent judgment worked out with the Department of Justice on Nov. 9, 1948. Therefore, in New York, New Jersey, Pennsylvania, and Massachusetts, where the six-year statute of limitations applies, anti-trust plaintiffs will be limited to claims of damages going back six years, rather than six years plus the time during which the government case was hanging fire.

Miss Allyson arrived in time to watch two rehearsals and to take over after her stand-in had stood for the benefit of the cameraman. The scene showed an ambulance speeding through the outer gates and then pulling 'round to the receiving entrance. Allyson got out and watched Ferrer being unloaded on a stretcher by the ambulance attendants. He was then wheeled inside with Allyson at his side.

Something new must be happening on the production front because all they took was one long shot and one close-up.

At any rate, the theme of the yarn hasn't been changed, but rather the story has been broadened to take advantage of the latitude permissible under picture-making as compared with the restrictions found on the stage, where incidentally Ferrer produced, directed, and starred in the vehicle, which received the Pulitzer Prize in 1952.

**FOUR CORNERED NOTE:** Seven years ago, a bachelor in Brooklyn won a prize in a promotion stunt in connection with the U-I release, "Great Expectations," it being two weeks of free diaper service. In the normal course of events or maybe because of the prize, the gentleman took a wife and recently became the proud father of a baby girl. He tried to take advantage of the offer, but found the original diaper service had gone out of business and he threw the problem in the laps of U-I executives.

Presumably, there must have been a staff conference. The company, in its usual generous fashion, decided that the prize deserved fulfillment with interest, and arranged for four weeks of free diaper service with a going concern.

Talcum, anyone?

**INVITE:** The other morning we received an invite to have breakfast and to meet three beauties from abroad discovered during a talent search by U-I to play the part of Mary Magdalene in the forthcoming "The Galileans." We went post-haste to the Hotel Delmonico, where U-I's head of talent, Robert Palmer, and eastern studio representative Maurice Bergman were on hand to introduce entries from France, Belgium, and Italy.

U-I is paying just as much attention to the development of new talent today as in the past. The studio has some 40 players under contract for long terms.

## RKO Theatres Income Shows Large Increase

**NEW YORK**—RKO Theatres reported last week that it had more than doubled the consolidated net income for the third quarter of 1954 before deductions for special items as compared to last year, with figures being \$755,033.06 as against \$370,728.83.

Losses from special items in the third quarter amounted to \$41,048.22 from the disposal of a theatre property, bringing the net income of the corporation to \$720,984.84. The loss resulted in a \$7,000 reduction in federal income tax.

The consolidated net income before the deduction of special items for the first nine months of 1954 amounted to \$1,710,150.85 as compared with \$739,282.15 in the same period last year. Losses from disposal of theatre properties for the entire three quarters were \$127,141.21, bringing the net income for the first nine months this year to \$1,625,009.64, as opposed to a net income for the same 1953 period of \$788,331.15.

Special items for the 1954 three quarters resulted in a federal income tax reduction of \$42,000. In the same 1953 period, theatre property disposals resulted in a profit of \$10,949 and a reduction of \$38,100 in federal income taxes.

## Republic Profit Drops

**NEW YORK**—For the 39 weeks ended on July 31, Republic Pictures Corporation and its subsidiaries reported a net profit of \$11,617,971 before federal tax provision, estimated federal normal and surtaxes of \$841,000, or a net after taxes of \$776,971.

For the corresponding period last year, Republic and subsidiaries reported a net profit of \$1,698,155 before federal tax provision, estimated federal normal and surtaxes of \$875,000, or a net after taxes of \$823,155.

with another 20 on individual picture contracts. The talent school which has been building and expanding for the past four or five years has cost about a million and has graduated such personalities as Piper Laurie, Shelley Winters, Tony Curtis, Jeff Chandler, Rock Hudson, and others.

Palmer thought that the annual show put on using studio talent was also of assistance in selecting proper players, with someone emerging each year as a rising personality. He expected that other studios would expand their talent programs after seeing how U-I has fared. He also didn't discount TV as a possible source of acting material, noting that George Nader was signed after appearing in that medium.

The search for an unknown actress to play Magdalene, conducted in Europe by Bergman and studio representative Jim Ryan, has served to create much interest in the film, and it will be continued on a nation-wide basis here as well. The three imported beauties are off for Hollywood for testing, as will be others selected in principal cities in this country.

If anyone wants our opinion, we cast our vote for the long-stemmed beauty from Italy, Giovanni Scala, but no one has asked for it.



## About People

NEW YORK—The appointment of Jack Clink as chief engineer and recording supervisor of Perspecta Sound, Inc., and Fine Sound, Inc., was announced last week by Elmer O. Wilschke, operations vice-president. Clink has been with the companies for the past two months, supervising the installation of equipment in newly-opened studios for all types of motion picture recording and disc recording, including the laying in of Perspecta stereophonic sound tracks.

NEW YORK—Another in the series of promotions involving members of Altec's operating personnel was announced last week by C. S. Perkins, the organization's operating manager, with the appointment of Shell Trent as acting branch manager of Altec's northeastern division. Trent succeeds Ralph Kautzky, recently appointed acting division manager of Altec's northeastern division. Trent will head-quarter at Altec's northeastern division offices.

HOLLYWOOD—Gene Brooks was assigned last week as head of publicity for Hal Wallis Productions at Paramount. Brooks was film project officer for Hal Wallis' "Cease Fire" while on duty with the army in Korea, where the picture was filmed last year. Prior to his service in Korea, Brooks worked with Rossellini in Italy and in other motion picture and public relations fields in the East and in Hollywood.

NEW YORK—Sammy Lambert was named last week as executive assistant to Michael Todd on the newly organized Michael Todd Productions which will make two pictures each year in the Todd-AO wide-screen process. Lambert has been associated with Todd's Broadway ventures since 1936, and was most recently unit manager for Magna Productions.

NEW YORK—Ed R. Svigals, who has long specialized in the distribution of foreign films, has joined Harrison Pictures Company as sales manager. Svigals will set up first-run engagements in Los Angeles for the prize-winning Japanese film, "Ugetsu," which has just concluded a successful two-month run at the Plaza.

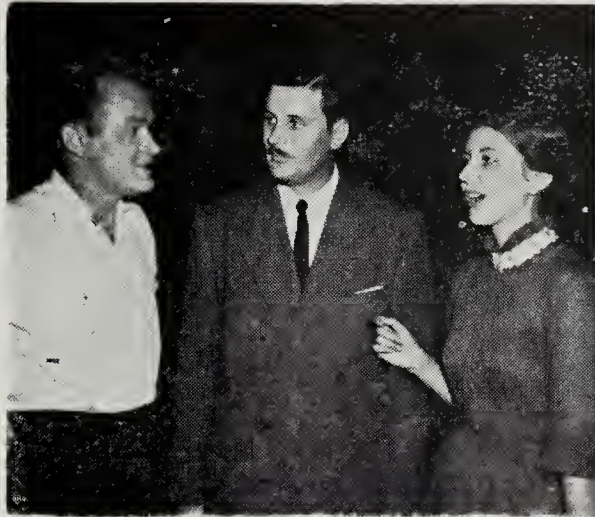
NEW YORK—Lyman E. G. Suiter was promoted last fortnight to the post of general plant manager of the Fairchild Recording Equipment Company.

CHICAGO—Danny Kaye was named last week as TOA's "Star of the Year," the first time that an exhibitor association has honored a performer in this way.

### Distributors Sue Chicago Exhib

CHICAGO—Six distributor percentage actions were filed here last week in the United States District Court for Illinois. Loew's, Warners, Paramount, U-I, RKO, and United Artists each filed a separate action against Arthur Hennrich, Bernard Wright, and the Manor Theatre Corporation, operating the Manor.

Miles C. Seeley, Bryson P. Burnham, and Richard Hart of the Chicago law firm of Mayer, Meyer, Austrian, and Platt signed the complaints, with Sargoy and Stein noted as of counsel in each case.



Bob Hope, on the set of Paramount's "The Eddie Foy Story," recently greeted George Virand, Premiere Operating Company Circuit, Toronto, Canada, and his wife, actress Narda Onyx.

## Paramount Earnings Up Over Last Year

NEW YORK—Paramount estimated last week that the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended Oct. 2, 1954, were \$2,428,000 after provision for United States and Canadian income taxes. These earnings represent \$1.10 per share on the 2,208,133 shares outstanding.

Consolidated earnings for the quarter ended on Oct. 3, 1953, were estimated at \$2,005,000 and represented \$.89 per share on the 2,256,158 shares then outstanding.

Consolidated earnings for the nine months after taxes are estimated at \$6,390,000. These earnings include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately \$832,000, after deducting applicable income taxes. These earnings, including such net profit on sales of investments represent \$2.89 per share and, excluding such net profit, \$2.52 per share.

Consolidated earnings for the nine months of 1953 were estimated at \$4,996,000 and represented \$2.21 per share.

## MITO Convention Draws Record Crowd

ST. LOUIS—A record exhibitor throng attended the Missouri-Illinois Theatre Owners annual meeting at the Hotel Chase early this week, with considerable interest stimulated by the contest for Miss Film Row, who was scheduled to be chosen at the convention's banquet.

Theatre owners and managers met in "speak-up sessions" designed to solve some of exhibition's current problems. Co-general chairmen John Meinardi, district manager, Fox-Midwest Theatres, Belleville, Ill., and St. Louis; L. J. "Bill" Williams, Union, Mo.; and Lou Ansell, St. Louis, were in charge of the convention agenda. Lester Kropp, co-general manager, Fred Wehrenberg Circuit, and president of the organization, led officers and directors in a meeting prior to the opening session.

Williams served as chairman of the first general session, and scheduled to speak were sergeant Hugh Nelson, air force; Tom Bailey, MGM St. Louis manager; Alex Harrison, 20th-Fox division manager; Herman M. Levy, TOA general counsel; and Albert Pickus, Stratford, Conn., TOA vice-president. An additional convention highlight was the trade show displaying various theatre equipment items.

The second general session featured the election of officers and was headed by William E. Waring, Jr., Cobden, Ill. Ansell reported on the TOA national convention held last week. Other speakers were George Kerasotes, TOA vice-president, and Mike Simons, MGM sales promotion manager.

The final general session was headed by co-chairmen W. T. Powell, district manager, Midwest Drive-In Theatres, and Paul Krueger, co-general manager, Fred Wehrenberg Circuit. Scheduled to speak were Kroger Babb, Hallmark Productions; Alfred Starr, TOA executive; and Levy.

Tom Edwards, past president, MITO, was toastmaster, and a number of Hollywood personalities were present.

## This Was The Week When . . . .

Tickets went on sale at regular prices for the gala public premiere of MGM's "The Last Time I Saw Paris" at the Capitol, New York, on Nov. 11. . . . New York civic and cultural leaders were guests of Sol Hurok at a special preview showing of "Aida," IFE release. . . . Van Johnson was set for an appearance at the world premiere of MGM's "The Last Time I Saw Paris" at Loew's, Indianapolis, on Nov. 11. . . . The National Conference of Christians and Jews announced that Brotherhood awards will be made during Brotherhood Week, Feb. 20-27. . . . The Paramount board voted a quarterly dividend of 50 cents per share on the common stock payable Dec. 14 to holders of record on Nov. 29. . . . Roxy Theatre, Inc., declared a quarterly cash dividend of 37½ cents per share on the outstanding preferred stock payable Dec. 1 to holders of record on Nov. 17.

U-I directors declared a quarterly dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock, payable on Dec. 1 to holders of record on Nov. 15. . . . Producer Charles Schnee announced that the Todd-AO wide-screen process will be utilized for MGM's "Charlemagne." . . . It was revealed that director David Butler will produce three features for the Kling Picture Corporation, with distribution contracts signed with RKO. . . . The Motion Picture Code Administration, through Eric Johnston and Geoffrey Shurlock, Code Administrator, advised producer Paul Graetz that a seal of approval has been granted "Lovers, Happy Lovers." . . . Louis Lober, general manager, UA foreign department, celebrated his 25th wedding anniversary and 25 years in the industry.



## Miscellaneous

### In The Newsreels

#### IN ALL FIVE:

New York City: Columbia honors Queen Mother. Baltimore, Md.: Notre Dame tops Navy.

#### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 90) Indianapolis: Turbo-prop transport. Italy: Salerno flood. Pittsfield, Maine: 13 sisters get a brother. New York: Monkey gives law a hard time. Berkeley, Cal.: UCLA swamps California.

NEWS OF THE DAY (Vol. XXVI, No. 220) Italy: Salerno flood. Washington: U.S. and Germany in friendship pact. Canary Isles: Locust plague. Fresno, Cal.: Milk for tabby direct from the source. Berkeley, Cal.: UCLA swamps California.

PARAMOUNT NEWS (No. 23) England: Queen Elizabeth at London Film Festival. Fresno, Cal.: Milk for tabby direct from the source. Berkeley, Cal.: UCLA swamps California.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 618) Indianapolis: Turbo-prop transport. Italy: Salerno flood. Canary Isles: Locust plague. Universal City, Cal.: International beauties arrive. Evanston: Ohio State beats Northwestern.

WARNER PATHE NEWS (Vol. 26, No. 25) Italy: Salerno flood. Havana, Cuba: Nobel Prize awarded to Hemingway. Evanston: Ohio State beats Northwestern. Camden, N. J.: World's richest horse race.

#### IN ALL FIVE:

New York City: England's Queen Mother here.

#### IN ADDITION TO THE ABOVE:

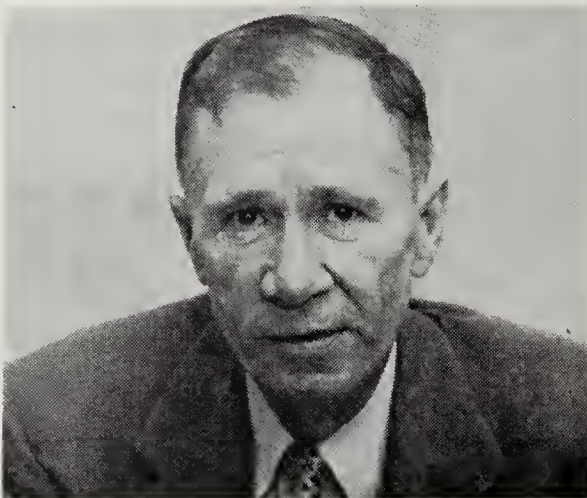
MOVIETONE NEWS (Vol. 37, No. 89) Trieste: Italian troops hailed. New York City: Hats from France. Australia: Harrison defeats Pickworth in golf. Los Angeles: Diving damsels in perfect form.

NEWS OF THE DAY (Vol. XXVI, No. 219) Washington: Presidential cabinet session. Egypt: Suez victory day celebrated. Trieste: Italian troops hailed. Japan: Strike hits Tokyo stock exchange. San Francisco: Diaper derby. Lake McKeller, Tenn.: Aqua-jousting.

PARAMOUNT NEWS (No. 22) Washington: West German Chancellor Adenauer visits President Eisenhower. Washington: The story of a patent. Germany: Crusade For Freedom envoys inspect Radio Free Europe at Munich. San Francisco: 49ers beat Detroit in pro football.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 617) Japan: Strike hits Tokyo stock exchange. State of Washington: Washtub puts to sea. Italy: Fernandi fashions. Georgia: Wrecking the rambling wrecks.

WARNER PATHE NEWS (Vol. 26, No. 24) Washington: West German Chancellor Adenauer visits President Eisenhower. Egypt: Suez victory day celebrated. Japan: Strike hits Tokyo stock exchange. New York: Ex-Mayor O'Dwyer back in big town. New York City: Disabled kids honored for film roles. San Francisco: "Miss America" comes home. La Ola, Spain: Trick chicks in frisky capers. Australia: Waves pound Aussie Army Ducks. San Francisco: 49ers beat Detroit in pro football.



Ralph Kautzky is newly appointed acting division manager, Altec Service Corporation's northeastern division, which he will direct from the company's New York offices. He succeeds C. S. Perkins, who recently moved up to operating manager.

## Ritchey Lauds Results Of AA European Meet

NEW YORK—Norton V. Ritchey, president, Allied Artists International Corporation, returned last fortnight from a two-month stay in Europe and expressed satisfaction with the organization of the second joint AA-Associated British Pathe sales organization.

The entire British sales force of Pathe and several prominent European distributors attended the meeting at the Hotel Metropole, Monte Carlo, and representing AA, in addition to Ritchey, were Steve Broidy, president, and Harold J. Mirisch, vice-president.

Ritchey stressed that the function was a just reward for the efforts of Pathe salesmen resulting in record-breaking business over the past year. Only one day was devoted to planning sales policies on new product, Ritchey said, with the rest of the time "devoted to the equally serious business of beaches, bikinis, and sunshine." He added that the success of the first two meetings and the enthusiasm which resulted have convinced AA that the international meetings are of value to all, and the policy will be continued wherever the circumstances warrant it.

In London, Ritchey screened the AA CinemaScope production, "The Black Prince," which he called the biggest film yet made by the company, and also supervised final releasing arrangements for "Riot In Cell Block 11," presented at the Edinburgh Festival and set for release over the entire ABC Circuit.

In line with the announcement by Broidy that the company was considering the revamping of its European distribution program, it was understood that some new agreements had been entered into.

## NATIONAL LEGION OF DECENCY

Nov. 4, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Crest Of The Wave" (MGM); UNOBJECTIONABLE FOR ADULTS: "Black Widow" (20th-Fox); "Fire Over Africa" (Columbia); "Four Ways Out" (Carroll); "Sign Of The Pagan" (U-I); OBJECTON-ABLE IN PART FOR ALL: "Bowery To Baghdad" (Allied Artists); "The Golden Mistress" (UA); "Jesse James' Women" (UA); "Phfft" (Columbia); "This Is My Love" (RKO).

## The International Scene

(Continued from page 14)

heads the committee which will set up the "Pioneer of the Year" award banquet of the Canadian Picture Pioneers in Toronto. Dan Krendel heads the ticket committee, and Hye Bossin heads the publicity committee. . . . Joseph Vogel, recently elected president of the new exhibition company, Loew's Theatres, Inc., was a visitor to Toronto inspecting his company's properties there. . . . In Toronto, Blanche Ruth Rosenfeld, 59, died. She was the wife of Louis Rosenfeld, president, Columbia Pictures of Canada, Ltd., for many years. . . . Actress Jan Sterling was in Toronto for the four theatre Canadian premiere of Allied Artists "The Human Jungle." . . . Murray Briskin joined Associated Screen News as executive assistant to president Maxwell Cummings.

—HARRY ALLEN, JR.

## England

Michael Myerberg arrived in London for conferences with RKO foreign executives on the distribution of "Hansel And Gretel." Following a series of meetings with Robert S. Wolff, RKO's managing director for the United Kingdom, Myerberg will go to France, Germany, and Italy.

## Mexico

Wolfe Cohen, president, Warner International, will hold a sales meeting of company's Latin American managers, in Mexico City on Nov. 15-20. Managers from Latin America attending include Americo Rosenberger, Mexico; Leo Green, Panama; Ira Beck, Colombia; with assistant manager Arthur Behr; Hugo Geri, Ecuador; Henry Ronge, Peru; Louis Lipsky, Chile; Jack Mindis, Argentine, with Roberto Roca, chief accountant; John Jones, Puerto Rico; C. Van De Ree, Venezuela; and Peter Colli, Cuba, with assistant manager Juan Falcon. In addition, there will be Ary Lima, Brazil, and assistant Lester Cohen, and Armando Trucios, Mexico. Home office representatives who will be present include Samuel Schneider, Warner vice-president; John J. Glynn, Karl Macdonald, and Jerry Keyser. Also attending will be Carl Schaeffer, of the Burbank studio.

## Spain

Arthur M. Loew, president, Loew's International Corporation, will preside at MGM's PEP European Conference, which will meet in Barcelona, Spain, for three days beginning on November 11. Assisting him at the conference will be David Lewis, regional director of continental Europe. MGM managers and sales and publicity chiefs from all territories in continental Europe will attend. The PEP Conference will make special sales and publicity plans for the coming year's product with particular reference to the Perspecta Exhibitor Plan, promoting product and Perspecta stereophonic sound. Loew's International has set up a special fund of \$2,500,000 in addition to regular advertising budgets.



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**NOVEMBER 17th, 1954**

**GRAND BALLROOM**

**HOTEL SHERATON - ASTOR**

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TWENTY DOLLARS PER  
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# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*



Loew's Golden Jubilee celebration in New York City was recently aided by the above mobile museum equipped by the George Eastman House of Photography, Rochester, N. Y. The giant trailer museum, containing early movie equipment and photographs from famous pictures as far back as 1904, is shown on the left; in the center, an early form of "motion

pictures" is inspected by Virginia Emerson inside the trailer exhibit; while on the right, the same girl pushes a button activating an old-style movie camera, also inside the trailer. The mobile museum was sent on a tour of New York City Loew's neighborhood houses; and will also tour other cities in which there are Loew houses. It is bound to attract attention.

## "Hansel And Gretel" Merchandising Set

NEW YORK—An unprecedented array of promotion tieups totaling more than \$10,000,000 worth of national and local advertising has been set for "Hansel And Gretel," it was announced last fortnight by Walter Branson, RKO world-wide sales manager. Set to run in conjunction with local playdates, the tieups will also add an unusual amount of publicity breaks to the extensive nation-wide campaign being readied by RKO for the Michael Myerberg Technicolor production.

All tieups will be ready for local level promotions in time for the Christmas holiday release of the feature, with national advertising to pave the way.

The National Biscuit Company will distribute 90,000,000 packages of a new cookie called "Hansel And Gretel." The new product is being advertised on the packages of the National Biscuit Company's three leading products, Ritz Crackers, Grahams, and Saltines. The ad on the packages plugs the RKO release with credits and the line, "At Your Local Theatre." The company also is circulating two types of counter display posters to push the new cookies. Newspapers, radio, and TV will also be used in the campaign.

The Independent Grocers Alliance Distributing Company, through its 5,300 I. G. A. stores in all parts of the country, will run a coloring and jingle contest tied in with local playdates. I. G. A. will run full-page ads in 2,185 newspapers, with the name of the local theatre and the playdate, and will distribute 3,000,000

## "Christmas" Fur Flies

NEW YORK—Forthcoming release nationally of Irving Berlin's "White Christmas" will be accompanied by a widely-publicized fur coat tieup between Paramount and the National Association of Fur Manufacturers, it was announced last week. Ten major metropolitan areas will be focal points in the tieup which involves the giving away of 10 white sheared beaver jackets. The cities where the tieup will operate are Albany, Boston, Buffalo, Cincinnati, Cleveland, Detroit, Denver, Des Moines, Memphis, and San Francisco.

Leading department stores and specialty shops will participate in the promotion. Theatres together with the retail firms will initiate locally-sponsored contests restricted to the communities' male populations. The coats will be first prizes in 10 contests bringing the best answers to the question, "Why I would like to see her in a white fur coat for a 'White Christmas'."

The "White Christmas" fur coat promotion in each territory will be conducted on a broad ticket-selling scale.

handbills and 1,500,000 posters advertising the contest and the picture. As soon as a theatre books the RKO release, the I. G. A. store in that community will go into action with its array of promotional material.

Mars Candy is advertising "Hansel And Gretel" with special posters for counter and window displays in all its outlets across the country.

A new comic book, "Hansel And Gretel," is being distributed to the nation's newsstands and magazine racks by Dell Publishing Company. Based on Myerberg's screen version of the Humpdinck opera, the comic book is being presented as the "right kind" of comic book for children.

In addition, an unprecedented number of merchandise tieups will be ready for the holiday promotion.

## Eight Versions Aid "Desiree" Song Plugs

NEW YORK—A total of eight versions of "The Song From Desiree" are being rushed into national release by the leading recording companies in one of the largest advance music campaigns ever keyed to a motion picture, 20th Century-Fox announced last week.

Latest artists to record the new ballad, subtitled "We'll Meet Again," are Bing Crosby and Alfred Newman and his orchestra on Decca, and Johnnie Desmond for Coral Records. Other artists represented in the recording line-up are Jane Froman, Capitol; Anna Marie Alberghetti, Mercury; Paul Weston and his orchestra, Columbia; Frank Cerdell, RCA-Victor; Alan Dean with Joe Lipman and his orchestra, MGM; and Joe Leahy and the Majar Choir, Majar.

The theme melody from the upcoming CinemaScope release was written by Alfred Newman with lyrics by Ken Darby, and major promotional campaigns linked to the November release of the picture have been scheduled.

Letters and other promotional literature are being sent to thousands of record shops and department stores across the country alerting dealers of national advertising and publicity campaigns being arranged.

## Lux Aids "Star"

NEW YORK—Judy Garland, with credits to her appearance in Warners' "A Star Is Born," is featured in a national Lux newspaper ad campaign coinciding with the picture's engagements across the country. The ad is scheduled to appear in 18 Sunday supplements including American Weekly, Family Weekly, Parade, and This Week.

The ad is also to appear in 51 newspapers across the country on Nov. 9. Climaxing the extensive newspaper campaign, Lux is taking a full page ad in the Nov. 22 issue of Life Magazine.

**DEAL DIRECT AND SAVE**  
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Factory-to-you Values on the BEST for Drive-Ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE.

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1717 Wyandotte St., Kansas City 8, Mo.



## NEWS OF THE

## Territory

## BRANCHES

## Atlanta

The Tower Drive-In, Gadsden, Ala., was forced to close while repairs were made to a storm-damaged screen. . . . The Lillington, Lillington, N. C., installed CinemaScope. Charles Strother is manager.

Fred G. Weis appointed John A. Kane, a native of New York, as manager, Weis, Savannah, Ga. Kane came to Savannah from St. Louis.

Milton Dobrin sold to Cecil Cohen the Dixie, Jacksonville, Fla.

Down in Mobile, Ala., the Do Drive-In ran a half-ticket deal with a drug store. For each purchase made in the toy department, the buyer was given a ticket for half rate to the drive-in. The same deal was made with the Savoy Drive-In.

Down in Yankinville, N. C., the Seats installed a wide-screen. . . . In Lexington, Miss., the Center, owned by Paul Myers, installed CinemaScope with stereophonic sound.

In for a booking trip were Mrs. Cleo Singler, Buena Vista, Buena Vista, Ga., and J. H. Thompson, Martin and Thompson Theatres, South Georgia.

Charlie Lester, southern district manager, National Screen Service, is much better since his return from the hospital.

## Charlotte

Dick Horton, Wayne, Goldsboro, N. C., and Carl Dobbins, Colony, Wilmington, N. C., were in conferring with Max Reinhardt. . . . Mrs. J. H. Harris, booker, Republic, reports her husband is in the hospital.

Bill Baker, booker, Warners, is back from his vacation. . . . J. Reeves, is the new booker at 20th-Fox. . . . Bob Lynch, booker, MGM, replaces Don Knell, who went in the army.

The Elm, Bladenboro, N. C., closed. . . . Charlotte Theatre Supply reports the following new installations — Carolina Drive-In, Georgetown, S. C., wide-screen and CinemaScope; Westside, Pembroke, N. C., wide-screen and CinemaScope; Carolina, Allendale, S. C., wide-screen and CinemaScope; New, North, S. C., wide-screen and CinemaScope; Swansea, Swansea, S. C., wide-screen and CinemaScope; Flamingo Drive-In, Winston Salem, N. C., wide-screen and CinemaScope; Joy Drive-In, St. Paul, N. C., wide-screen and CinemaScope; and Crescent Drive-In, Thomasville, N. C., wide-screen and CinemaScope.

The Sky Vue and Midway Drive-Ins, Durham, N. C., reopened. They were knocked out by Hurricane Hazel. . . . The Jet Drive-In, Fayetteville, N. C.,

will reopen very soon. It was also put out of business by Hazel. . . . The Monroe Road Drive-In, Charlotte, is now operating on Friday, Saturday, and Sunday only. . . . Max Herman, Midway Drive-In, Winston Salem, N. C., completed his wide-screen and is now installing CinemaScope equipment. . . . Clayton Humphreys, Swansboro Drive-In, Swansboro, N. C., says he is a lucky man. Hazel left his theatre standing, and it was right in the main path. He is now going to put in CinemaScope.

Carolina Booking Service will buy and book for the Dixie Drive-In, Ayden, N. C., as soon as it can rebuild and open. It was put out of business by Hazel. . . . The Flamingo Drive-In, Myrtle Beach, S. C., and Camporama Drive-In, Jacksonville, N. C., are rebuilding after Hazel. . . . Preston Temple sold out his interest in the Fox Drive-In, Anderson, S. C. It is now owned and operated by W. R. Sanders and J. Major Pruitt. . . . The Sky Vue Drive-In, Boone, N. C., is closing part time for the winter.

Queen City Booking Service reports the following drive-ins torn down by Hazel, are rebuilding and will reopen soon, — Moonlight Drive-In, Steadman, N. C.; Sky-Vue Drive-In, Rocky Mount, N. C., and Sundown Drive-In, Greensboro, N. C.

Erners Clark, Melody Drive-In, Manners, N. C., was in telling of the service he rendered to his community during hurricane Hazel. He had an emergency portable power plant but the electric power did not go off at his theatre, so all the people who had deep freezers and could get them to his theatre used his power, the ones who could not bring their freezers to the theatre sent word and Clark took his portable power plant to their homes and charged their freezers long enough to hold the food for 48 hours.

Jinnie Austin, Clinton, Clinton, N. C., said that Hurricane Hazel blew down all the drive-ins in and around his town and then tried to come in his theatre through the back door by taking it off the hinges.

Scott Lett, branch manager, Screen Guild, returned from a business trip to Memphis.

Seen on the Row were Buck Herlong, Saluda, Saaluda, S. C.; J. K. Whitey, Gem, Kannapolis, N. C.; Hary Cook, Wayne, Mount Olive, N. C.; Carry Caudwell, Danca, Wallace, N. C.; Johnny Dineen, Balmar, Draper, N. C.; Kit McGowan, Joyce, Spring Hope, N. C.; F. B. Grigg, Diane 29 Drive-In, Gastonia, N. C.; L. J. Whitney, So. 52 Drive-In, Wadesboro, N. C.; S. T. Stoker, State, Thomasville, N. C.; S. L. Pinkeston, 601 Drive-In, Salisbury, N. C.; O. K. Hogan, St. Paul, St. Paul, N. C.; Virgil Freeman, Newland, Newland N. C.; a and D. Holt, Dixie, Troy, N. C.

The 42nd annual convention of the Theatre Owners of North and South Carolina scheduled for the Hotel Charlotte on Nov. 14-15-16 has all indications of being a huge success.

## Jacksonville

Visiting exhibitors included J. M. Wells, Kingsland, Ga.; Mrs. Adeline Gauthrop, Linda Drive-In, Palatka, Fla.; J. S. Carscallon, Sky-Way Drive-In, Tampa, Fla.; and Harlow Land, Land Theatres, Mayo, Fla., who sported a new Cadillac. . . . Jack Fitzwater, Tampa, Fla., executive, Bay-Lan Drive-Ins, called. . . . Another visitor was B. B. Garner, president, Talgar Theatre Company, Lakeland, Fla., who called at the circuit's booking office.

Following his retirement as city manager in Orlando, Fla., for Florida State Theatres, Vernon Hunter and Mrs. Hunter motored to California in their new Oldsmobile. . . . Joseph H. Sirugo, owner, Islander Drive-In, Key West, Fla., announced that his theatre is being converted to CinemaScope. . . . CinemaScope has also been assured for the Lake, Lakeland, Ga.

Vacationing from MGM were Jack Weiner, branch exploiteer, who left for New York City, and Nell McCrary, contract clerk. . . . Thomas P. Tidwell, 20th-Fox branch manager, and Bob Stevens, salesman, were the guests of Carl Floyd in Haines City, Fla. Floyd is head of the 15-theatre circuit in Central Florida bearing his name. . . . Betty Guthrie captured costume honors at the U-I Hallowe'en masquerade party disguised as an over-age Indian maiden. . . . Bill Humphries, Warner branch office manager, shifted to the Atlanta office. He was to be a salesman in the Alabama area.

Attending the TOA meeting in Chicago were Horace Denning, head, Florida division, Dixie Drive-Ins, president, Motion Picture Exhibitors of Florida, and one of three regional co-chairmen of the TOA gathering. . . . Attending the International Popcorn Association meeting in Chicago were Bob Harris, manager, FST confection sales department, and Van Myers, Wometco concessions manager. . . . Others at the TOA convention were FST's two vice-presidents, Louis J. Finske and LaMar Sarra. . . . Roy Smith flew to Chicago for the IPA meetings.

Henry Goldberg, formerly a Paramount auditor, is the new Warner office manager. . . . Clinton Ezell, NTE circuit executive and a one-time star guard at Georgia Tech, went to Atlanta to see Tech's homecoming game with Kentucky.

T. P. Tidwell, 20th-Fox branch manager, anticipated unusually heavy booking for "Desiree." A large group of exhibitors attended a screening of "Black Widow." Tidwell said that among the few 1954 bookings of "Carmen Jones" are those set up for three Wometco houses in Miami, Fla., the Miami, Carib, and Miracle, and at the Capitol, a Negro-patronage house in Miami.

Nat Levy was here from RKO's New York office. . . . On the sick list was Mrs. Hank Hearn, Exhibitors Service. . . . Terry Gore rejoined the FST warehouse staff. . . . A cigarette machine



at the Palace was robbed. . . . A complete kiddie entertainment jamboree was presented at the Ribault Drive-In by Carl Carter on Hallowe'en night, followed by an all-night late owl show.

For the first-run of "A Star Is Born" at the St. Johns, Sheldon Mandel had window displays at the leading music stores, TV and radio saturation ads, and a program of newspaper ads. . . . Hallowe'en midnight horror shows were run by Colonel John Crovo, Palace; Joe Charles, Capitol; and George Krevo, Palace. . . . VistaVision's introduction into north Florida came at the Florida, where Manager Bob Skaggs slated six shows on opening day at road show prices. Skaggs was not much concerned about who won the football game at a recent high school game here in the Gator Bowl because he did his scoring during the half-time with a spectacle production dedicated to "Brigadoon," which opened the next day at his theatre. The show was put on by Andrew Jackson's band and 150 Jackson girls called the Pepperettes, a precision marching group. Preceding the band and Pepperettes in their movement about the football field in the 20-minute show were two boys dressed in Scottish kilts carrying a 20-foot "Brigadon" overhead banner. The band leader narrated the synopsis of "Brigadoon" over loud speakers, and the band played selections from the musical score. Skaggs' aides were busy during the game distributing 5,000 "Brigadoon" heralds to the crowd of 12,000 teen-agers and also placing 2,000 more heralds under auto windshield wipers outside the stadium. In return for the free favors, Skaggs invited the band and Pepperettes to a special screening of "Brigadoon."

## Memphis

Ben Bluestein, well-known Memphis entertainment man and owner, Mart Lighting Products Company, was reported resting well at St. Joseph's Hospital. He was admitted with a heart ailment. . . . The Italian-made film, "The She-Wolf," was banned by the board of censors, it was announced by Nat Wyse, branch manager, Republic.

Visitors were Mr. and Mrs. T. E. Smith and daughter, Dixie, Marmaduke, Ark.; Mrs. Anne Knobel, Temple, Leland, Miss.; H. G. Helms, Hill, Scotts Hill, Tenn.; Mrs. H. A. Fitch, Erin, Erin, Tenn.; Finley Moss, Ackerman, Ackerman, Miss.; L. V. Green, Green, Jones-town, Miss.; Victor Webber, Center, Kensett, Ark.; Leon Rountree, Holly and Valley, Holly Springs and Water Valley, Miss.; C. N. Eudy, Houston, Houston, Miss.; Buck Renfro, Grove, Holly Grove, Ark.; Merle Goodart, Hickory, Hickory Ridge, Ark.; Mr. and Mrs. Audrey Webb, Webb, Ripley, Tenn.; Lyle Richmond, Richmond, Senath, Mo.; Tommy Ferris, Shelby, Shelby, Miss.; and Mrs. Jack Watson, Palace, Tunica, Miss.

The new owner of the Rose, Kosciusko, Miss., J. B. Polk, who lives in Jackson, Miss., was in to get acquainted. . . . That glow on the Allied Artists' cashier's face is due to the fact that Burt was home on leave and will soon be out of



Katherine Randle, United Artists, Memphis, certainly made a pretty picture as she recently modeled a gown worn by Olivia DeHavilland in Paramount's "The Heiress" at the first national convention of Women of the Motion Picture Industry at Dallas.

service. . . . John Crabtree, Merlu, Clarendon, Ark., reports that his wife is recovering satisfactorily from surgery performed at Baptist Hospital.

Ben Jordan, Atlanta Allied Artists salesman, was visiting.

Exhibitor's Service's Dot Barker won The Press-Scimitars' rating championship and is the 1953 women's city champion.

Babe Cohen, president, Howco, announced that he had appointed W. C. Kroeher as exchange manager. He will handle Howco, Filmmakers, and the Selznick and Goldwyn reissues.

## New Orleans

Exhibitors along the Gulf Coast from Louisiana on through Pensacola, Fla., have organized a producing corporation under the trade title, Mobile, Inc., and have named Ed Fessler president and Mike Ripps secretary and treasurer. The chief stockholders and originators of the enterprise also head the Do Drive-In Corporation, Mobile, Ala., and Nile, Inc. Metairie, La. operating the Do Drive-In theatre, Mobile; the Savoy 45, Prichard, Ala.; and the Twin Do-Drive-In, Metairie, La., besides holding a chief interest in the Guluf Coast Do-Drive-In, Biloxi, Miss. Their first vehicle is titled "Mobile," taken from history when the Indians occupied that portion of the south. The entire picture will be photographed in and around Mobile with Rod Cameron slated to direct and play the leading male role and with Joan Drew as his leading lady. Julius LaRosa will render several of his latest numbers.

A. C. Bromberg, president, Allied Artists Southern, was a visitor. . . . W. E. Limmroth, general manager, Giddens and Rester Theatres, Mobile, Ala.; H. Solomon, McComb, Miss., Columbia and Tylertown, Miss., theatres; F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin, Vacherie, La.; Mrs. O. J. Bare, Bare Theatres, Luling, La.; Mrs. Bertha Foster, Violet, Port Sulfur, La.; and Joseph Barcelona, Regina and Tivoli, Baton Rouge, La., were in.

Page Baker and staff, Theatre Service Company, have taken possession of the recently remodeled, refurbished, re-

furnished, and enlarged quarters in the 629 Common Street building.

Lonnie Hooker has taken over the operation of the Regal, Gulfport, Miss. . . . The Frank Olah families relished a sea food dinner at Gentilich before departing for home. "Gramps" operates the Star, Albany, La., and is associated in the local Skyvue Drive-In.

Maurice Joseph, Grand, Jackson, Miss., was here, as were Ed Fessler, Do Drive-In, Mobile, Ala., and Gilbert Romero, Booker T, Gil and McComb, Lafayette, Louisiana.

In to confer with their buyers and bookers were Lawerance Lamp, Avalon Jeanerette, La., calling on Page Baker, Theatres Service Company; Mr. and Mrs. Jim deNeve, Varia and Hiway Drive-Ins, Jackson, Miss., and Rivoli Drive-In, Vicksburg, Miss., calling on Samuel Wright, Jr., Southern Theatre Service; and Mrs. I. Oberlin, Ritz, Natchez, Miss., calling on J. G. Broggi.

The 20th-Fox Family Club boarded the excursion steamer President for a gala Hallowe'en eve party and dance.

We enjoyed chats with I. M. Gauthier, White Castle, La.; W. F. Straub, Glo Drive-In and Straub, Wiggins, Miss.; Anna Molzon, Royal, Labadieville, La.; Vic Maurin, Fox, Houma, La.; and Bob Sellers, Lafayette, La. All are enthusiastic MOTION PICTURE EXHIBITOR readers.

The new Pines Drive-In, Pineville, La., owned and operated by Mr. and Mrs. R. S. Stallings, is equipped for CinemaScope, VistaVision, and standard exhibition. Among the featured facilities are a playground, telephone-page service, and patio. It accommodates 600 cars and has an indoor seating capacity for 300.

Richard Guidry, interested in the Nona and Hub Twin and Lafayette Drive-Ins, Lafayette, La., with "Pops" Milton and the Sellers brothers will do the buying and booking for the latter two while Sellers will continue to buy and book for the Twin.

Mrs. Rodney Toups, Loew's State manager's wife, has been appointed director of women's affairs, New Orleans civil defense.

The concession store of the Starlite Drive-In, Laurel, Miss., was robbed for the third time in a two-year period.

Southern Amusement's Azalea, Lafayette, La. closed temporarily for remodeling. . . . Mr. and Mrs. Robert Lippert, Sr., were slated to be in to discuss the company's new plans of distribution. A luncheon was being planned at Arnaud's, hosted by Harold "Babe" Cohen and staff of the local exchange; chief executives of circuits; film buyers; and bookers. After the luncheon, they are to attend the screening of Lippert's "Day Was So Young."

WOMPI engaged Colonel Shelton P. Hubbard, chief, Division of Housing and Slum Prevention, as guest speaker at luncheon-meeting at the New Orleans Hotel.



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PAGES . . .**



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**MOTION PICTURE EXHIBITOR**



20th-Fox manager Billy Bryant and staff attended the company's southern sales conference in Miami Beach, Fla. . . . Bob Cronister, who was well-known in film circles, died of heart trouble. . . . Thanks, WOMPI member Mrs. Leona Schmitt, joining the large family of MOTION PICTURE EXHIBITOR readers.

Al Bondy, New York, stopped over. . . . Urban and suburban exhibitors seen around were Jack Meyers, Peacock; William Shiell and E. Jenner, Marrero Drive-In; Mike Ripps, Twin Do Drive-In, Metairie, La.; Mrs. Ed Thomasie, Royal, Marero, La.; E. T. Calongne, Bell; and Rene WOMPI Brunet, Imperial.

Thanks Robert Dessommes for the renewal subscription to MOTION PICTURE EXHIBITOR.

Spike Rickett, former Columbia salesman and for the past few years manager, Clarke, Natchez, Miss., acquired the Lobe, Long Beach, Miss., from William Lighter, Jr.

John Luster, W. W. Page Amusement, Robeline, La., was in, as was Sammy Jackson, Flomaton, Ala. . . . George Connett, 72, father of Max Connett, Mississippi theatre owner, died at his home in Newton, Miss. Members of exchanges attending the funeral were Henry Glover and George Nungesser, Allied Artists; C. J. (Jimmy) Briant, MGM; William (Billy) Briant, 20th-Fox; and William Holiday and H. S. Wychoff, Paramount.

H. J. Moser, Bijou Amusement city manager, advised that he is installing wide-screens in the neighborhood Ritz and Ace. The first-run Palace and neighborhood Gem already have a wide-screen and the new techniques.

E. G. Perry, general manager, Pittman's Theatres, was a caller.

Harold Johnson, Springfield, O., was in town booking Essar Production's "The Siamese Twins." . . . The Hook Theatres, Aliceville, Ala., took over the operation of the Scooba, Scooba, Miss., closed for several months.

Raymond and Lydia Scully are back after a two-year cross country motor tour in a specially built house on wheels. She was head booker for Columbia.

The Napoleon, an uptown house, was damaged to the extent of \$7,000 by a fire.

## Florida Miami

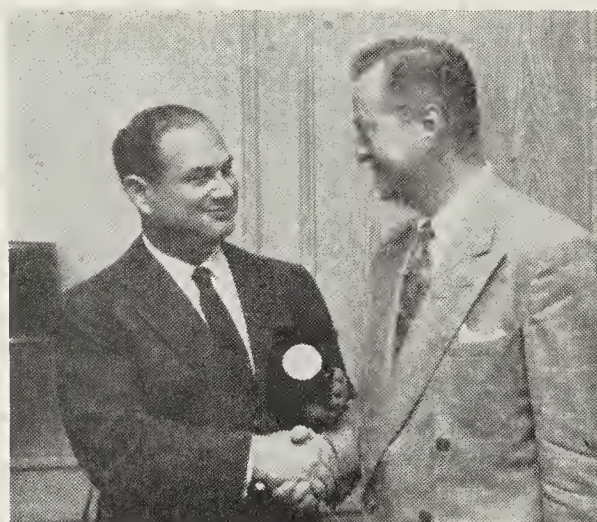
Joe Hegeman, Allied Artists' field representative, New Orleans, was in to handle exploitation on "The Naked Jungle." . . . William "Bill" Dock, past chief barker, Variety Club, and for 12 years associated with Paramount-Florida State Theatres, resigned as director of advertising, publicity, and public relations to handle public relations for an automobile sales agency. Harry Botwick, district supervisor, Florida State Theatres, named Howard Pettingill, formerly of FST's Jacksonville office, to assume Dock's duties. . . . For "Sabrina," Al Glick, FST publicist, had window displays in dress shops.



Harry Margolesky, manager, Gables, Coral Gables, Fla., is seen beside a sign welcoming buyers to the recent Miami Fashion Council's Market Week and acknowledging that it's a "Woman's World" from the 20th-Fox film of the same title.

For "Beau Brummell," FST had window displays in both men's and women's fashions in clothing stores. . . . Fifty members of Wometco's Old Guard organization had a luncheon meeting. . . . Wometco's sick list included Frank Miller, maintenance. . . . Vacationers included Dick Gersley, 27th Avenue Drive-In, and Dorothy Tierney, Carib, Miami Beach, Fla. . . . Hal Hornstein, Joe Hornstein, Inc., reported that the Miami office has completely equipped the new Starlight Open-Air, Key Largo, Fla. The latter is owned by Jeff Gautier. Hornstein has installed Strong Super 135 arc lamps in the Dixie Drive-In in preparation for wide-screen and CinemaScope there. Hornstein also installed the CinemaScope equipment for the Tropic-aire Drive-In.

Wometco officials attending the TOA convention in Chicago were Mr. and Mrs. Mitchell Wolfson, Mr. and Mrs. Roy Schechter, Frank Myers, and Van Myers. . . . The Warner, Fort Lauderdale, Fla., now has a wide-screen. . . . Suzie Claughton, daughter of the circuit owners, pumped gas and wiped windshields at a Miami Avenue filling station as one of a number of volunteers who donned coveralls for the one day that the various service stations gave their day's profits to Variety Children's Hospital. The charity effort was a success.



Robert S. Benjamin, left, chairman of the board, United Artists, recently in New York accepted from Phil Wilcox, motion picture director, Parents' magazine, the publication's "award for extraordinary achievement in 1954" honoring "Romeo and Juliet," which UA will release later this year.

To publicize "A Star Is Born," the Paramount had the feature title spelled out in small gummed stars on the large wall-size mirror in the lobby. . . . The Grand, West Palm Beach, Fla., opened with CinemaScope. . . . Alice Terrell, assistant, Grand, West Palm Beach, Fla., was vacationing, as was Bob Jacques, Skydrome Drive-In, Lake Worth, Fla. . . . Ed and Lillian Claughton entertained members of the Clyde Beatty Tent, Circus Saints and Sinners' Club, at their newly-furnished Urmey Hotel. It was 29 years ago that the Claughtons ate their wedding dinner at the Urmey. . . . Special money wrappers around dollar bills were handed to Paramount patrons advertising "Brigadoon" playing at the Florida and Coral, Coral Gables, Fla. . . . The Surf, Miami Beach, Fla., publicized its Hallowe'en costume party via comic strip heralds on the forthcoming "Hell Below Zero," with the comic strip on one side and Hallowe'en show publicity on the other. . . . Harry Margolesky, Gables, Coral Gables, Fla., had a special 40 x 60 welcoming buyers to the Miami Fashion Council's Market Week and publicizing "Woman's World."

The Olympia, Miami's only vaudeville house, was scheduled to close. Some 60 employees received notice from Harry Botwick, Florida State Theatres manager, that their employment would end. Neither Botwick nor Leon Netter, Jacksonville, president of the operating company, an affiliate of the United-Paramount Theatres, would comment on the report that Cinerama would take over the showhouse at a later date. Botwick acknowledged that Cinerama representatives had been in Miami looking for a location, and that they had considered the Olympia along with others. But he added that no deal was made. "We're closing the Olympia," Botwick said, "because it is no longer economically feasible to operate it. It has become increasingly difficult to get the type of picture and stage shows Miami showgoers demand. So we're just shutting down."

## Mississippi Jackson

The State Supreme Court held that the Adams County Chancery Court was correct in dismissing an injunction brought by district attorney L. L. Forman to stop the showing of "The Moon Is Blue" at the Ritz, Natchez, Miss. Forman had filed the complaint against the operators of the theatre in September, 1953, to halt the showing because it was "lewd and immoral." The theatre, however, proceeded to show the film and the district attorney sought to bring a contempt action. In the hearing on the injunction, the Chancery Court dismissed the entire action by holding that the district attorney was without authority to bring the suit in behalf of the state, and it was this decision that was upheld by the State Supreme Court.

## Meridian

John Irving Lewis, 48, manager, Gordon, died in Veterans Hospital, Jackson, Miss.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

The most extensive advance promotion for any film here in some years was given Paramount's "White Christmas," downtown Keith. Included were full-page newspaper ads, a barrage of radio and TV spot announcements, and extensive use of other media.

A whirlwind publicity campaign paid off for John Cary, Wheelersburg, O., when he crammed 700 cars nightly for three nights into his 650-car drive-in for "Uncle Tom's Cabin."

UA's "The Barefoot Contessa" delighted a preview audience at the suburban Cheviot. . . . The local exchange holds third place in the UA drive.

Exhibitors in were J. C. Weddle, Lawrenceburg, Ind.; Charles Scott, Vevay, Ind.; Fred Krimm, Roy Wells, Mrs. Floyd Williamson, Dayton, O.; Jack Mitchell, Jeffersonville, O.; Hank Davidson, Lynchburg, O.; Harry Wheeler, Galipolis, O.; Frank Yassenoff, Harry Schwartz and Jack Needman, Columbus, O.; Chalmers Bach, Eaton, O.; Harley E. Bennett, Circleville, O.; James Denton, Owingsville, Ky.; Walter Wyrick, Carlisle Ky.; James Booze, Veda, Ky.; Harold Moore, Charleston, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harry McHaffie, Marmet, W. Va.; G. C. Porter, Beckley, W. Va.; Joe Joseph and Malcolm Lowe, Parkersburg, W. Va. and John Goodno and G. B. Lively, Huntington, W. Va.

Business trips were made by George A. Kirby, Republic branch manager, to Huntington, W. Va.; Milton Gurian, Allied Artists branch manager, to Columbus, O.; Herbert J. Gillis, Paramount branch manager, to Dayton, O., and Philip Fox, Columbia branch manager, to Springfield and Dayton, O.

Bert Stern, Pittsburgh, who has the franchise for "Dual in the Sun," conferred here with Jay Goldberg, Realart and Lippert, area distributor.

Visiting on Film Row were James Frew, U-I district manager, and A. J. Dwyer, St. Louis, regional manager, Army and Air Force Motion Picture Service.

Joe Reusch, MGM head shipper for 20 years, celebrated the event with ice cream and cake. . . . James Christian, U-I head booker, was served ice cream on his birthday. . . . Virginia Meyer, 20th-Fox assistant cashier, vacationed. . . . Marie Donelson, Screen Classics, spent a week-end in Nashville, Tenn.

## Cleveland

In a deal involving \$850,000, the Associated Theatres Circuit acquired from Loew's the 3200-seat Park and the 2100-seat Granada built more than 20 years



J. Wachuta, assistant manager, Loew's Ohio, Cleveland, recently arranged the above attractive lobby display in connection with the celebration of "Loew's Golden Jubilee." A large birthday cake was a feature of the display.

ago. The second important deal involves the Heights, a neighborhood house. This 1600-seat house has been leased by the owners, among whom is M. B. Horwitz, Washington Circuit, to Edward Shulman Detroit, for an art theatre. Assisting Shulman in the operation of the house under the new policy will be Mae Rosian, who successfully operated the Guild Art, Cincinnati, before moving to Cleveland. Shulman operates the two art theatres, namely the Studio, Detroit, and the Bexley, Columbus, O. While the Park and Granada first-subsequent-run policies will be maintained, the Heights Art will present first-run showings of foreign and art pictures. A \$1 admission scale is to be established, with 75 cents for students.

Harry Callahan, manager, Clinto, Port Clinton, O., is back from Florida, where his doctor ordered him for his health. He expects to resume his theatre duties and also to take up the gavel as president, Port Clinton Chamber of Commerce.

Martin Smith, ex-president, Independent Theatre Owners of Ohio, and ex-president, National Allied, who has reduced his outside activities to a minimum, is making plans to attend his 40th class reunion at Cornell this summer.

George Manos, Toronto, O., who, during his 30 years in the business, has acquired 18 theatres in Ohio, announced the start of construction on a new 750-car drive-in on the outskirts of Coshocton, O. In addition to car space, plans call for an area for non-car patrons. This area will have 150 seats. The concession patio will be heated. The new theatre, to be called the Town Drive-In, will have a fully equipped playground for the youngsters and a miniature golf course for the oldsters. W. E. Gross, manager for the past year of Manos' Starlight Drive-In, Newcomerstown, O., has an interest in the new theatre and will manage it.

Al Margolian is a new face at RKO. He is the publicity representative whose territory includes Cleveland, Toronto, and Buffalo, where he makes his headquarters.

Robert Montgomery, Paramount home office publicity staff, was here for the opening of "White Christmas," Loew's

Stillman. Arriving with "White Christmas" was the first Santa of the season. All dressed up in conventional Santa garb, he called on the critics and created a big stir on Euclid Avenue during the rush hours. . . . Ted Lasky, Washington, Pa., bought Little Inferno in-car heaters for his Route 19 Drive-In from Dave Sandler, Sandler Manufacturing Company.

Barbara Salzan, formerly with Lippert is now a member of the IFE family. . . . Sam Fritz, manager, Hillard Square, moved into his newly purchased home on West 189th Street.

Frank Masek, National Theatre Supply manager, installed new wide-screens in the Yorktown, here, and the Paramount, Youngstown, O.

M. H. Fritchle, Oliver Theatre Supply, accompanied by Mrs. Fritchle, Ben L. Oregon, Ohio Theatre Supply Company, and Frank Masek, NTS, checked into the Hilton Hotel, Chicago, for the TESMA show. John Selby, Selby Industries Inc., Akron, O., manufacturer of steel screen towers, was another TESMA paying guest.

## Detroit

The Studio and Coronet are inaugurating a policy of first-run art and foreign films to be played day-and-date commencing on Thanksgiving Day.

Harold H. Brown, United Detroit Theatres president, has been elected chief barker, Variety Club. The club, celebrating its 21st birthday, also chose Edward Stucky, first assistant; Ben Rosen, second assistant; William Westman, dough guy; and Ernest Conlon, property master. . . . The Detroit News announced changes in the amusement lineup. John Finlayson has been appointed to the music desk and Robert Lubeck becomes amusement editor.

The Booth, operated by Julius London, developed a unique door to door service for rainy day patrons. Umbrellas, labeled with the theatre name, are passed to patrons in the parking lot. After their walk to the boxoffice, umbrellas are handed in and returned for the next trip. . . . Garner Guy is full manager, Gold Coast, as Wayne Parsons again leaves the Dave Korman enterprise.

Alice Gorham, United Detroit Theatres publicity woman, attempted to line up UDT's Christmas Santa for some VC exploiting and found he'd gone hunting. . . . Patricia, daughter of Bert Penzien, Shores owner, married James Saddler. . . . Dezel Productions office manager Ann O'Donnell is back after breaking a leg.

## Indianapolis

The Vogue ceased operations. . . . Reservations are now in order for the 28th annual convention of Allied Theatre Owners of Indiana. . . . Lou Gershon joined the staff of Screen Classics. The Cincinnati territory will also be covered by the local office. . . . Al Bondy was a visitor at Screen Classics. . . . Dick Edge, a Hallmark Production exploitation chief, was in. . . . Moe Esserman,





Over 300 exhibitors, theatre managers, and affinitive personnel were on hand recently at MGM's first Ticket Selling Workshop held at the William Penn Hotel, Pittsburgh. Seen in the usual top to bottom, left to right, order are Mike Simons, MGM customer relations head, addressing the meeting; Marvin Samuelson, Stanley Warner, Pittsburgh; Joseph Freeman, State, Johnstown, Pa.; B. F. "Dinty" Moore, Stanley Warner, Pittsburgh; Howard W. Debold, State, Washington, Pa.; Frank Savage, Warner, Youngstown, Pa.; and Perry Nathan, National Screen Service branch manager, Pittsburgh; Richard L. Crosby, Hollywood, California, Pa.; Thomas A. Belle, Sr., Capitol, Nanty Glo, Pa.; Regis P. Burns, Starr and Lawrence Park Drive-In, Erie, Pa.; Harry C. Stauffer, Grand, Patton, Pa.; Wilber P. Best, Grand, West Newton, Pa.; Bernard L. Burns, Rex, Corry, Pa.; John D. Nagy, Liberty, Rural Valley, Pa.; Frank E. Lewis, Blatt Brothers, Pittsburgh; William A. Blatt, Jr., Arcadia, New Bethlehem, Pa.; Jack Crowley, Governor, Somerset, Pa.; Jacob R. Stefanson, Altoona Drive-In, Altoona, Pa.; Earle R. Beckwith, Blatt Brothers, Pittsburgh; and Ray Mervis, Embassy, Aspinwall, Pa.; Norman Mervis, Paramount, Pittsburgh; William Zeiler, manager, J. P.

Harris, Pittsburgh; Charles Mervis, Roosevelt, Pittsburgh; Herman Stahl, Drake, Oil City, Pa.; and, front table, left to right, Russ Wehrle, Capitol, Braddock, Pa.; Robert Leiber, Paramount, Braddock; Frank Babich, Avella, Avella, Pa.; James E. Bell, Guthrie and Lee, Grove City, Pa.; Edgar Schaeffer, Roxy, Slippery Rock, Pa.; Carle De Marsh, Larkfield Drive-In, Grove City; and, back row, left to right, Robert Hornick, Rivoli, Southport, Pa.; Charles Schiffauer, Cambria, Johnstown, Pa.; John G. Broumas, Trans American, Washington, Pa.; Chris Forgis, Grand, Mount Pleasant, Pa.; L. Dorake, Colonial, Clairton, Pa.; John Dorake, Colonial, Clairton; Ray Marvis, Embassy, Aspinwall; and Norman Mervis, Paramount, Pittsburgh; and Harry Rachiele, Grand, Sharpsburg, Pa.; George Petropolis, Rex, Wheeling, W. Va.; W. L. Zedaker, Clay, Claysville, Pa.; Mrs. W. L. Zedaker, Clay, Claysville; Joseph Lacava, Manos, Elwood City, Pa.; John Popescu, Blue Sky, Drive-In, Elwood City; Ken Woodward, State and Manos, Uniontown, Pa.; Anthony Askonnis, Manos, Monessen, Pa.; Louis Guidette, State, Charleroi, Pa.; and R. L. Crosby, Hollywood, California, Pa., all of whom got a lot out of it, and expect to profit thereby.

Screen Classics, Inc. has been appointed distributor for Hallmark for the Cincinnati territory.

W. S. Mansell, district manager, WB, was in. Joe Small, traveling auditor, was in at the Warner office. . . . Dorothy Eskew, Warners, was on the sick list. . . . Ray Thomas, U-I salesman, was on the sick list. . . . The Variety Club is preparing its new quarters at 500 North Illinois Street.

Exhibitors visiting were K. McAllister, Theatir Drive-In, Crawfordsville, Ind.; Eddie Ornstein, Ornstein Circuit, Louisville, Ky.; aand Herbert Sullivan, Alliance Circuit, Chicago.

## Pittsburgh

Representatives of Altec Service Corporation, at the recent gathering of Shea circuit managers, conducted a question-answer period in connection with sound service and maintenance. They were Marty Wolf, Altec assistant sales manager; F. C. Dickely, head, company's central division; L. J. Patton, in charge of the eastern division; and C. A. McCork, Philadelphia branch manager.

Frank Fairgraves, Regent, Erie, Pa., finally installed Cinemascope. This leaves Erie with two theatres yet to install CinemaScope, the Hillcrest and the Avenue.

Morty Henderson, Harris Theatre Circuit is down to a 170 pounds via the diet route. Not too long ago, he topped the scales at 205 pounds.

The Twin Highway Drive-In, Highway 22 and 30, added 60 acres of land to its present site and will build a twin screen tower, 100 feet wide, next season, it was announced by George Tice and George Saittes, operators. They are also building a drive-in in West Mifflin, Pa., started last April but slowed down because a gas line passed through the newly acquired land. Construction will go ahead early in the spring and with favorable weather conditions the drive-in is expected to be in operation by next summer.

The Kent, Arnold, Pa., installed CinemaScope. . . . Mike Manos is now convalescing after being at the Alleghany General Hospital. He is the president, Manos Circuit.

The Shea Circuit recently held a three day meeting for all of its managers in the tri-state area.

George Jessel will be the toastmaster at the annual Variety Club banquet to be held at the William Penn Hotel on Nov. 21.

Lou Rothenstein, Cambridge, Cambridge, Pa., placed his Evans City, Pa., house up for sale. His eldest daughter, Ruth, was recently honored in school for her standings.

Lee Conrad, Park, Meadville, Pa., ran a spook show on Hallowe'en eve and had a tieup, a wax figure reposing in a coffin in his lobby.

The State, New Castle, Pa., installed a wide-screen with new booth equipment. . . . Lou and John Lambros, Capitol and Colonial, Farrel, Pa., recently journeyed to Niles, O., to confer on securing additional theatres. . . . The Koppell, Koppell, Pa., opened, but it does not expect to run too long unless business conditions improve.

*(Continued on next page)*



## Exhibitors Laud MGM Workshop

PITTSBURGH — Indicative of the immediate success of MGM's Ticket Selling Workshop is the series of telegrams, letters, and personal messages received by the company's home office and branch executives here following the initial forum at the William Penn Hotel.

Principal speakers were Mike Simons, MGM customer relations head; Emery Austin, exploitation head and representing Howard Dietz; "Erv" Clumb, manager, Riverside, Milwaukee; Herbert I. Brown, Victoria, Greenfield, Mass.; Edward M. Hyde, advertising manager, The Sharon (Pa.) Herald; and Max Reilly, advertising manager, WDTV.

Typical of the telegrams, letters and telephone messages received by MGM executives are the following:

Gerald Shea, Shea Enterprises, Inc. — "Metro's Ticket Selling Workshop most productive in opinion of 22 Shea company managers and home office personnel attending. Mike Simons' plain spoken, practical approach was particularly significant. Emery Austin was most impressive, particularly in driving home the need for steady interest in MGM's campaign by local theatre management. Meeting informative to Shea organization and we will implement prompt further cooperation and drive to nail down at the point of sale the objectives of your Ticket Selling Workshop ideas and material."

J. Crowley, Blatt Brothers Theatres, Somerset, Pa. — "The meeting indicates that MGM is interested in promoting a healthy condition in the movie business."

William J. Blatt, Jr., Arcadia, New Bethlehem, Pa. — "One of the most interesting and valuable meetings I have attended."

Anthony N. Askounes, Manos, Monessen, Pa. — "It was by far the best meeting and it was of good food for thought to be carried out in future use. It will be the best for selling tickets."

George W. Petroplus, Rex, Wheeling, W. Va. — "Most inspiring and invigorating."

Andy Biordi, Majestic, Ellwood City, Pa. — "It proves yet to me MGM still is the most friendly company."

James G. Bell, Guthrie and Lee, Grove City, Pa. — "The entire program was very inspiring."

Mel Katz, Fabian Theatres, Embassy, Johnstown, Pa. — "Surprised to learn how much I knew, and how much I forgot."

Gilbert Cooke, Jordan and Mercer Sq., Greenville, Pa. — "All film companies should benefit from the Ticket Selling Workshop. If you tell 'em, you can sell 'em."

Ralph M. Felton, Spotlight 88 Drive-In, Beaver Falls, Pa. — "Although I am closing for the season next week (for the seventh season), now my work really starts selling tickets for next season."

Charles R. Blatt, Blatt Brothers Theatres, Pittsburgh — "The good effect of this effort will remain with ourselves and managers, and is certain to send



MGM's inaugural Ticket Selling Workshop was recently held at the William Penn Hotel, Pittsburgh, and among those present were 22 members of Stanley Warner Theatres, shown above. They are, standing, Harry Rastetter, Warner, Erie, Pa.; Frank Harster, district manager, West Virginia and Southern Ohio; Harry Thomas, Schenly, Pittsburgh; Joseph Sabbio, Regent, Pittsburgh; Edward Johns, Arsenal, Pittsburgh; Lyle Harding, Sheridan Square, Pittsburgh; James A. Laux, Hollywood, Dormont, Pa.; Ray J. Laux, Whitehall, Brentwood, Pa.; Martin J. Shearn, Fairmont, Fairmont, W. Va.; Al Sateri, Strand, Pittsburgh; Andrew Garze, Ritz, Clarksburg, W. Va.; and Charles A. Passinger, Warner, Morgantown, W. Va. Seated, left to right, are Richard Klein, Liberty, New Kensington, Pa.; Robert A. Bowman, district manager, Erie, Pa., and western New York; B. W. Steerman, assistant zone manager, Erie, and western New York; M. A. Silver, zone manager, Pittsburgh; Sel Bragin, buyer-booker, Pittsburgh home office; Max Silverman, Manor, Pittsburgh; Al Skegin, Kenyon, Pittsburgh; Willard Johnson, Belmar, Pittsburgh; Louis Fordan, Memorial, McKeesport, Pa.; and Jack O. Kieffer, Enright, Pittsburgh.

them home with a new interest in their jobs."

Max Silverman, Manor, Pittsburgh — "This idea should do much to promote a better understanding of what is expected from each branch by the other."

Lou Fordan, Memorial, McKeesport, Pa. — "Very constructive."

Bob Leiber, Paramount, Braddock, Pa. — "Very educational, a good insight into the advertising and tie-in field."

Garland West, West Drive-In and Colonial, Buchanan, W. Va. — "Herbert I. Brown was very interesting and I enjoyed the whole program."

Marty Shearn, Fairmont, Fairmont, W. Va. — "Down to earth meeting, like looking into a mirror to try to find out what may be wrong with yourself. The answers were given to you at this meeting."

Saul Bragin, Stanley Warner, Pittsburgh — "MGM is to be congratulated for taking the time and effort in pointing up the various problems the exhibitor is faced with and assisting him in being a better showman."

Morris Finkel, Mount Oliver, Pittsburgh — "This type of meeting is a most important 'must'. The exchange of ideas is most instructive. It sure gives one the incentive and encouragement so much needed at this time."

Chester De Marsh, Larkfield Drive-In, Grove City, Pa. — "I wish to thank Metro for a very informative day. You are to be congratulated for providing a real service for small town theatres."

Edgar E. Shaffer, Roxy, Slippery Rock, Pa. — "These meetings bring out many facets of operations in our industry and I believe them to be most helpful. Certainly the day has been well and profitably (and pleasantly) spent."

Ray Smith, Shea Circuit, New York City — "Forums of this kind bring us face to face with the realization that we generally do not do all we could to sell our attractions. In other words, it gives us a new incentive."

Bart Dattola, Dattola, New Kensington, Pa. — "The time I spent was

enjoyable and I hope in the future we have some more of these informal meetings."

Bennett Amdur, Garden, Pittsburgh — "Psychologically, these meetings are good for our business. Future meetings should stress greater advertising aid for the neighborhood theatres."

Russ Wehrle, Capitol, Braddock, Pa. — "It seems that only MGM gets away from the beaten path in trying to help the exhibitor."

William Finkel, Arcade, Pittsburgh — "Greatly impressed with the power and force, the intelligence and vast resources of MGM, placed behind each release and put over in such a friendly and warm manner. Thanks, Mike."

Joseph L. Fecheck, Fayette Amusement Company, Brownsville, Pa. — "Workshop meetings should be held more often."

Dale Tysinger, Shea's, Ashtabula, O. — "Good, more workshops."

Edward J. Fahey, State, Manchester, N. H. — "Probably the best and most instructive meeting of this type I have ever attended."

N. P. Giovan, Manos, Elkins, W. Va. — "You are to be commended for your workshop. Certainly it was worthwhile for any exhibitor to be exposed to the ideas heard here."

M. A. Silver, Stanley Warner, Pittsburgh and western Pennsylvania and West Virginia — "This is a terrific achievement of which MGM can be very proud. It was the biggest thing that ever happened in the way of exhibitor meetings in Pittsburgh. You are doing a job that needed doing, we liked it."

### Pittsburgh

*(Continued from preceding page)*

Emma Fry's son, Jackie, Wampum, Wampum, Pa., although 10, is an accomplished musician and recently entertained at the Wampum High School. He is a master of the piano-accordion.

Andy Biaourdi, Majestic, Ellwood City, Pa., started a teen-agers "Bank Night"



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Corinne Calvet, starred in U-I's "So This Is Paris," recently arrived in New York from Hollywood for some advance tooting.

every Wednesday evening for high school boys and girls. Adults even though in the theatre, are not allowed to register.

Since Ike Sweeney, manager, Republic, has been ill for the past several weeks, the office is being managed by Walter Titus. . . . Guy Collella, Vogue, New Castle, Pa., acquired a new partner in John Palmari. They expect to remodel the theatre in the very near future. . . . Lou Paretta, Crescent, Mahoningtown, Pa., returned from a hunting trip in Canada.

Dave Brown, RKO, who covered the West Virginia territory, resigned. . . . Joel Golden, formerly with Allied Artists, has been hired by RKO as Brown's successor.

The deal for George McFadden to take over the Rivoli, Altoona, Pa., has not gone through. The theatre is still being operated by its present owner, Ray Allison. McFadden operates the Rialto, Renova, Pa., and Sun, Altoona.

Robert Casskey, veteran Paramount salesman, has been confined to his home with a virus infection. . . . Milt Broudy, Main Line and Erie, Pa., salesman, United Artists, has become a partner in a garage that does repair work for stock and jalopy racing cars. On the weekends, he drives his own racing car under the nom-de-plume of "Bust Em Up Brown."

Morty Silverman, son of Dave Silverman, RKO branch manager, was tendered a going away party by his aunt



Jose Ferrer, star and director of U-I's "The Shrike," accompanied by his wife, Rosemary Clooney, recently arrived in New York from Hollywood for several days of shooting.



Jean Simmons, starred in 20th-Fox's "The Egyptian," recently arrived in New York from Hollywood enroute to London, England.

and uncle, Mr. and Mrs. Frank Silverman, city salesman of Columbia, before his departure for overseas duty in Germany.

Jimmy Spear, new UA salesman in West Virginia, expects to move his family from Rochester, N. Y., to Pittsburgh. He is a veteran of 25 years in the upstate territory of New York.

Leonard H. Goldenson, AB-PT president, who is from Scottdale, Pa. visited after being honored by the Governor of the state of Pennsylvania. J. C. Bixler, Strand, Scottdale, claims that the entire town turned out at this function.

Sam Galanty, Columbia division manager, was in to discuss product with branch manager Jack Judd and staff. . . . "Co-Operative Circuit Night" was held at the Variety Club and the host was Bert Stern.

Among the state visitors were Sam Gould, general manager, former SW theatres, Greensburgh; Adolph Farkas, Lyric and Rialto, Johnstown; Andy Biourdi, Majestic, Ellwood City; Ray Neil, Lamp, Irwin; Charles Trozzi, Central, Hermine; Tommy Bello, Capitol, Nanty Glo; George Single, Dunlo, Dunlo; Bert Redfoot, Arcadia, Windber; Ralph Edelman, Mars, Mars; Valouirs Hayes, Regent, Linesville; and Guy Christy, Palace, Conneautville.

## Ohio Columbus

Manager Harry Schreiber, Palace, was host to the three-day annual The Columbus Dispatch cooking school. . . . The Columbus and Franklin County Motion Picture Council has become a charter member of the National Federation of Motion Picture Councils, Inc.

Robert Wile, secretary, Independent Theatre Owners of Ohio, will speak on Dec. 7 to the Rotary Club, Geneva, O., and on Dec. 9 to the Lions Club, Richmond, O. He also will address the Lions Club, West Lafayette, O., on Dec. 15; the Lions Club, Mount Gilead, O., on Dec. 27, and the Lions Club, West Union, O., on June 2.

## Pennsylvania Oneida

The Oneida closed.



## NEWS OF THE

## Territory

## Chicago

William K. Hollander, B and K publicity director, touring Europe with his wife, sent from Zurich a tip for restaurant men.

Arthur M. Van Dyke, 61, circuit sales manager, 20th-Fox, passed on following an operation. With the local organization for 31 years, he first was office manager. He leaves his widow, a daughter, a sister, and a brother. The family asked that in lieu of flowers, contributions be given to La Rabida Sanitarium, the Variety Club's leading charity.

C. D. Green, Times, Rossville, Ill., visited.

Alliance Circuit has been renamed Alliance Amusement Company. . . . William J. Devaney, MGM exchange manager, and Burtis Bishop, Jr., division sales manager, are better after hospitalization.

Two veteran projectionists died within two days of one another. Charles F. Behounek, 65, is survived by his wife and three sons; George E. Tucker, 64 is survived by his wife.

Ginger Rogers and Jacques Bergerac, who appear together in "Twist Of Fate," arrived to be on hand for the American premiere of the United Artists release at the Monroe.

Mori Krushen, United Artists exploitation manager, flies to Texas over the weekend to set up advance promotion and campaigns in the Southwest and Gulf territories for "The Barefoot Contessa" and "Vera Cruz," UA's first release in Superscope. During his three-week swing, Krushen will meet with top executives of the Interstate Circuit, Trans-Texas Circuit, Paramount-Gulf Circuit, Robb-Rowley Circuit and other leading theatre chains. Early stops on the UA exploitation chief's itinerary include Dallas, Fort Worth, San Antonio and New Orleans.

Theatre attendance, which has been consistently increasing for the past couple of years was again reflected in the October city tax collections which reached \$109,045, as against \$106,669 for that month last year. Total amusement tax collections were also higher in October, \$168,520, and for that month in 1953, \$161,544.

J. R. Grainger, president, RKO, was in to attend the TOA convention and to address a sales conference on "Hansel and Gretel."

In Waukegan, Ill., the newly-formed Lake County District, United Theatre Owners of Illinois, held its first regular meeting at the Swedish Glee Club. Top topic was "the excessive demands by some of the distributors on some of the small town situations for their so-called special attractions." The theatre

owners pointed out that each succeeding season's product brings on a great number of this type of alleged top attraction until it reached the point where some of these rentals "appear to be confiscatory." An exchange of ideas regarding advertising, promotion and new picture reviews was suggested and will be instituted at succeeding meetings. H. C. Rhyen, Waukegan, is vice-president, and Vincent Quarta, Highwood, Ill., is secretary. Wright Catlow, Barrington, Ill., and J. N. Sikes, Waukegan, are UTOI directors.

S. J. Gregory, president, Alliance Amusement Company and James Coston, circuit owner, attended the funeral of Charles P. Skouras.

A few moments after he left the Calo, where he saw "Duel in the Jungle," Augustino Amedeo, 26, an ex-convict who had broken jail and had fatally shot a policeman who had located him in a tavern, went sprawling to his death under a fusillade of police artillery.

S. J. Gregory was elected president and P. J. Dee chairman of the board by the Alliance Amusement Company, a new merger of Alliance Theatres of Chicago and Midstate Amusement Company, Walla Walla, Wash.

Theatres in Fort Wayne, Ind., will be operated on daylight saving time, voted by City Council. Other cities in northeastern Indiana are expected to do likewise. A state law prohibits anything but central standard time, but Fort Wayne will overcome this by having workers report an hour ahead. . . . Elmer Upton, B and K comptroller, who had been in the hospital, returned to his desk.

Mike Collins and John McGreavey, retired Chicago Transit Authority conductors, joined the Monroe staff. . . . Ralph B. Calvin, Blackstone manager, Dwight, Ill., passed on.

## Dallas

Al Burks, Warner home office exploiter who recently covered the Washington, D. C., Philadelphia, and Charlotte branch areas, has been trans-

ferred to Dallas to cover the company's Dallas, Oklahoma City, and Memphis branch territories.

All State Theatres, Inc., Abilene, Tex., started construction on a 500-car drive-in near Portales, Tex., on the Clovis Highway.

## Denver

Fred E. Wade, manager, Dogie, Newcastle, Wyo., has been cited for his work with youth. About a year ago, when parents protested on movies, Wade and the Black Hills Amusement Company scheduled only films approved by the Legion of Decency and the Parent-Teachers magazine.

The fall meeting of the directors of Allied Rocky Mountain Independent Theatres was held at the Denver headquarters. Delegates to the Allied convention made reports on the activities.

The Wadsworth Drive-In with an auditorium seating 502, is thought to be the first drive-in to offer a Saturday matinee for children, and free at that. Tickets will be distributed to merchants in the vicinity, and they are also free to the merchants. The front of the auditorium glass will be covered with a screen, and a portable 35mm. projector will be used for the show. A western and some cartoons be shown. Starting with one show, the affair will be spread out to two shows if the demand warrants. The snack bar will be in operation.

The Variety Club, Tent 37, being re-activated, is resuming publication of its "On the Midway." Helene Love again is editor.

The Broadway, built in 1890, converted to films in the 30's, has been shut down and will be demolished. . . . Ginger Rogers and her husband, Jacques Bergerac, will be here for the opening of "Twist of Fate," Aladdin.

United Artists, M. R. Austin branch manager, is engaged in hanging up another record for the third straight year. Billings for this year to date exceed those of all of 1953, and that year topped the two previous.



A regional group of the United Theatre Owners of Illinois met recently at the Greve Coeur Club, Peoria, Ill., and seen, first row, left to right are George S. Davison, Minier; Jim Fenoglio, Oglesby; Edward G. Zorn, Pontiac; George Kerasotes, Springfield; Ralph Lawler, Peoria; Ken Phillips, Bloomington; Marion Bodwell, Wyoming; Jack Getmaker, Peoria; and Al Christiansen, Galesburg. Second row, left to right, are Don Rist, El Paso; Tom Brewer, Farmington; Howard Young, Peoria; LeRoy McMahon, Granville; Mrs. LeRoy McMahon, Granville; Mrs. R. N. Hurt and R. H. Hurt, La Salle; Mrs. J. W. Edwards, Aleodo; Abe Werbner, Lewistown; A. H. Tracy, Galesburg; J. R. McCullough, Peoria; and Dave Jones, Springfield.



Elden Menagh remodeled his Star, Fort Lupton, Colo., and reopened it as the Big Top. Menagh added, among other improvements, CinemaScope. . . . Kelso Lee, 64, father of Lem Lee, owner of several Colorado drive-ins, died.

Seen on Film Row were C. E. McLaughlin, Las Animas, Colo.; Larry Starsmore, Colorado Springs, Colo.; Floyd Biggers, Scottsbluff, Neb.; George Tucker, Albuquerque, N. M.; and Ross Campbell, Sheridan, Wyo.

## Des Moines

Union projectionists at Clinton, Iowa, are planning to take a strike vote following a breakdown in negotiations with Central States Theatre Corporation. The IATSE local has 14 members. The union said the main issue involved wages with the company reportedly offering a five-cent an hour wage increase on a three-year contract. The union has been operating under an old contract since Sept. 1.

The new Flame, replacing the Dawn, destroyed by fire, has opened at Elma, Iowa. The Flame has room for almost half the town of Elma with 340 seats. It is Elma's fourth theatre, the other three all being destroyed by fire. . . . Lou Weiner is planning to reopen his West Sioux City, Sioux City, Iowa closed for some time.

Mr. and Mrs. W. A. Johannsen, Wonderland, Paullina, Ia., plan to celebrate their golden anniversary by holding open house on Nov. 18. They have operated their theatre for almost 30 years.

## Kansas City

David W. Harding, 77, who, with his brother, Samuel, once owned the Doric, died. At one time he was secretary and treasurer, Capitol Enterprises, operating 24 theatres. He also built the Liberty, now the Roxy.

Senn Lawler, public relations director, Fox Midwest, returned from a vacation tour in the east and Canada. . . . Clarence Halligan reopened the Mac, McDonald, Kans., closed for some time. . . . J. W. Davis, Davis, Higginsville, Mo., is in St. Mary's Hospital for an operation on his eyes.

Howard Strum, Poppers Supply, represented the firm at the TESMA meeting in Chicago, where he displayed the Roto-Grille and the Servette popcorn warmer.

The Roxy, Cainsville, Mo., formerly owned and operated by Verl Krager, has been purchased by Mr. and Mrs. Harold Doty. . . . Rube Melchor, owner, Poppers Supply, was in Menorah Hospital for an operation on his foot.

Russ Borg, branch manager, Warners, was on vacation in California. . . . C. M. Parkhurst, Regan's Supply Company, returned from a fishing trip to Mountain Home, Ark.

Mr. and Mrs. John Egli, III, Hickory, St. Joseph, Mo., became the parents of a baby girl.

Visitors were Don Colby, Phillipsburg, Kans.; Carl Murphy, St. Joseph, Mo.; J. L. Porter, Natoma, Kans.; Fred Lambert, Princeton, Mo.; and LeRoy Hitchings, Osage City, Kans.

## Los Angeles

Stan Cohen, who formerly was a booker for U-I, resigned to join Manhattan Films as western sales representative. . . . In town on a buying and booking stint was Lloyd Katz, Sperling Theatres, Nev. Katz has been appointed to the post of president, Jewish Community Center, Las Vegas, Nev.

Also in town were Roy Lemucchi, Bakersfield, Cal., Earl Strebe, Palm Springs, Cal., exhibitor; and Harold Stein, Sierra Madre, Cal. . . . Off to tour the continent were Ray Olmstead, Arizona circuit operator, and his wife. . . . The office employees of U-I held a cake-cutting ceremony when stenographer Pearl Gogel celebrated her birthday. . . . Les Abott, Jr., who recently resigned from the B. F. Shearer office, has gone into business for himself as a wholesaler of carpets and drapes.

The new manager of Western Amusement's Grove, Uplands, Cal., is Earl Willis, formerly manager for that house before he resigned to go to Texas. . . . The Arroyo was the scene of a recent robbery. . . . George Tripp, Warner salesman, returned from a sales trip. . . . Theo Johnson, Warner secretary, resigned. . . . Norma Cain, former biller at Warners, who resigned some time ago to await the arrival of the stork, visited and proudly presented her seven-pound son, Mark. . . . Harry L. Nace Theatres has taken over the operation of the Elks and Studio, Prescott, Ariz., formerly handled by the Ray Olmstead office.

## Milwaukee

Harry Oshan, branch manager, Columbia, is the distributor area chairman, Will Rodgers Memorial Hospital drive, and Gordon Hewitt, Fox-Wisconsin, is exhibitor chairman. . . . The Parkway, Madison, Wis., operated by Dean Fitzgerald, closed. This leaves the Strand, also operated by Fitzgerald, as a first-run.

Depending on court approval, Gran Enterprises will take over the operation of the defunct Century. A petition was filed in federal court. . . . Rudy Koutnik, general manager, Highway 15 Outdoor, Waukesha, Wis., was made vice-president of the corporation. . . . Irving Clumb, manager, Riverside, made a business trip to Pittsburgh.

The Twin 41 Drive-In and the Victory Drive-In closed for the season. That left the Blue Mound Drive-In, Elm Grove, Wis., the oldest drive-in in this area, and the Highway 15 operating.

William Ainsworth, Shawano, Shawano, Wis., was a Film Row visitor. . . . Cinema, Inc., operating the Fox-Bay, has taken over the operation of the Varsity, Downer, and Sherman, operated by Fox-Wisconsin in a partnership deal. Gerry Franzen will supervise the oper-

ation of these theatres for the Trident Corporation, that built these theatres.

Robert Gross district manager, Blue Mound Drive-In, and his wife celebrated their wedding anniversary.

Don Brown, Mars, La Farge, Wis., was unable to attend the Allied convention as he was confined in a hospital due to illness. . . . Oscar Olson's son, returned from Japan, attended the Allied convention with his dad.

Eddie Gavin, formerly salesman with Paramount, is now selling for Republic. . . . Donna Johnson, booker's clerk, MGM, is engaged to Neil Shoberg. . . . WTVW started operating. It is the second H.F. channel open in Milwaukee. One of the associates is former theatre operator L. F. Thurwachter.

Marcus Theatre Management Company held a fall meeting at Pewaukee, Wis. Hank Tollette is district manager. Ben Marcus, general manager, spoke and awarded prizes for showmanship to managers.

Adam J. Schneider, 69, projectionist, Warner, died while on a hunting trip in South Dakota. He had been a projectionist at the Warner since it opened in 1931, a member of Local 164 since 1913, and a former vice-president and business agent.

Northwest Amusement Corporation has sold the 1,500 seat Zenith to an evangelist, who will make it his permanent headquarters. . . . Wisconsin Theatre Building, Inc., a subsidiary of Fox Wisconsin Amusement Corporation, operator, Wisconsin, located in the building, has purchased the Carpenter building.

Harold J. Fitzgerald, who for over 20 years headed Fox-Wisconsin, will be tendered a testimonial dinner at the Schroeder Hotel on Nov. 11.

## Minneapolis

Minnesota Entertainment Enterprises has been awarded a license by the village council of suburban Bloomington to build a second drive-in in the suburb. MEE also operates the Bloomington Drive-In, Bloomington. The village council had considered applications for the second license by Otto Kobs, operator of a conventional house in Bloomington, and another by MEE at a different location. MEE was required to post a \$10,000 bond toward construction and was asked to guarantee completion of the new drive-in in 1955.

The Rainbow Theatre Company, Inc., Fargo, N. D., has been incorporated to assume joint management of the Isis and Roxy. The corporation, capitalized at \$20,000, lists the following officers—S. W. Dietz, owner, Isis, president; Abbott Swartz, Minneapolis, vice-president; Mildred Dietz, daughter of the theatre owner, treasurer; and Mrs. Bessie Swartz, wife of Abbott Schwartz, secretary.

T. C. Riddels is the new owner, New Lake, Rib Lake, Wis., formerly owned by the late Louis Bednarik. . . .



CinemaScope has been installed in the State, Pierre, S. D.; Shakopee, Shakopee, Minn.; Abby, Abbotsford, Wis.; and Morgan, Morgan, Minn. . . . Paramount, following the lead of 20th-Fox, has begun a system of bidding among the neighborhood Empress, Broadway, and Paradise for a 35-day run on the north-side. Paramount also has begun a bidding plan between the Avalon and Rialto for a 35-day run in the south central section.

Recent out-of-town exhibitors in were Paul Ayotte, Wabasha, Minn.; Mel Edelstein, Hibbing, Minn.; Clarence Kaake, Duluth, Minn.; George Jonckowski, River Falls, Wis.; and Mrs. Van Tassel, Watertown, Minn. . . . Robert Mochrie, representative, Samuel Goldwyn Productions, was in at RKO exchange. . . . There will be no all-industry Christmas party this year, past promoters of the affair announced.

Sharon Brown is the new contract clerk, Columbia, replacing Ethel Curtiss, who moved to Washington, D. C. Nancy Peak is a new Columbia clerk. . . . John Thompson, Columbia exploiter, was in for "The Black Knight." . . . A daughter, Kimberly Ann, was born to Mr. and Mrs. Roger Dietz. Father is Columbia booker, and mother (Ruth Johnson) formerly was a Columbia booker.

A school talent night was held at the Avon, Diagonal, Ia., recently. . . . Carl Parsons sold the Avon, Keota, Ia., to Max Miller, Galena, Ill. . . . Lightning which struck a high tension line recently broke up a show at the Niles, Anamosa, Ia.

Ben Berger, president, Berger Amusement and North Central Allied and Minnesota co-chairman for the Crusade for Freedom, returned by plane from Europe.

## Oklahoma City

Robert Getter, manager, Criterion, State, and Tee Pee Drive-In, offered free passes to each voter because he "felt it might encourage more people to take an interest in their government and the nominees who will run that government." All a voter had to do to accept the ticket was to present his numbered ballot stub at the boxoffice.

The Time, Wetumka, Okla., owned by W. T. Kirby, was severely damaged in a \$40,000 fire. . . . Tom Tatum, Paramount, retired, replaced by Milton Washington. . . . A. M. Kane, Paramount division manager, was in.

Frank Dove, owner, Groom, Groom, Tex., has been reelected county attorney. . . . Lamar and Corky Guthrie, Guthrie Circuit, returned from a hunting trip in Colorado. They came back with four big bucks. . . . Mr. and Mrs. C. M. Funk, American, Guymon, Okla., vacationed. . . . Vance Terry, Woodward, Woodward, Okla., made a trip to New Mexico.

## Omaha

Mrs. Mary Francis, mother of Sol Francis, Allied Artists exchange manager, died.

## Portland

Russ Brown, Evergreen district manager, announced that the Oreintal, second largest house, will change its policy from a first-run, day-and-date, or moveover house, to a family plan, second-run. The theatre is the first deluxe, downtown house to charge only 60 cents admission, with children free if accompanied by parents. Children will get in for 20 cents if unaccompanied.

Martin M. Foster, Guild, was in Seattle. . . . Zollie Volchok, Northwest, suffered a flu attack while on business here. . . . Mrs. Lenna McKeivitt, Newport, Ocean Lake, and Taft, all in Oregon, is recuperating after undergoing an operation. . . . Walter Hoffman, Paramount, and Allan Weider, MGM, were in town working on product.

## St. Louis

Fanchon and Marco-St. Louis Amusement Company was admitted to membership in the Missouri-Illinois Theatre Owners, an affiliate of the Theatre Owners of America. The theatres in the circuit that are now members include the Fox, Missouri and St. Louis, first-runs; the St. Ann's Drive-In, St. Louis County; and the following conventional theatres — Avalon, Crest, Granada Gravois, Hi-Pointe, Lindell, Manchester, Maplewood, Pageant, Richmond, Rio, Shady Oak, Shaw, Shenandoah, Tivoli, Tower, Union, Victory, and Wellston, St. Louis or St. Louis County, and the Washington, Granite City, Ill. At the meeting of the MITO officers and directors, it was announced by President Lester R. Kropp that Al Pickus, Stanford, Conn., a vice-president, TOA, would speak on "An Exhibitor's Lenses and Booth Equipment," at one of the sessions of the annual meeting. Other speakers previously announced include George Kerasotes, Springfield, Ill., vice-president, United Theatre Owners of Illinois, and secretary and general manager, Kerasotes Theatres; Alfred Starr; Nashville, Tenn., chairman of the board and executive committee, TOA; Herman M. Levy, general counsel, TOA; and Mike L. Simons, sales promotion manager, Loew's, Inc.

Eddie Fisher's personal popularity plus the support of top acts from all of the theatres and hotel and high spots' floor shows and the finals in the Variety Club's talent and dance contests made the Second Annual Harvest Moon Festival for the Variety Club's Heart Fund a huge success. Edward B. Arthur, chief barker, Variety Club, and general manager, Fanchon and Marco Service Company, announced that the matinee and the evening show at the Fox produced a gross of \$35,000. The net proceeds will be used for the benefit of the St. Louis-St. Louis County Day Nursery Care Program.

Dave Ross, southern Illinois salesman, U-I, joined the ranks of Mark Twain and a number of other celebs of history when he learned that stories out of Milwaukee reported that he had "died in Chicago." Ross lost no time in demanding that he be returned to the land of the living.

Paul Krueger, co-general manager, Fred Wehrenberg Circuit, returned home after visiting St. Anthony's Hospital for a periodic checkup.

In Overland, Mo., the Hope Realty and Investment Company, Clayton, Mo., an affiliate of the Komm Theatres, St. Louis, awarded contracts for the construction of a 1000-car drive-in at 9900 Page Avenue.

In Leadwood, Mo., the Roxy, 350-seater, a unit of the Edwards and Plumlee Theatres, Farmington, Mo., was completely destroyed by a fire.

In Lemay, Mo., the Lemay was reopened by Mrs. Ella Maury, a member of the Lau family, which has owned the building for many years.

The filing of the St. Louis Amusement Company's anti-trust suit to restrain the showing of "The Caine Mutiny" at Loew's State did not interfere with the opening of the local first-run at that theatre. In addition to seeking a temporary injunction and a hearing on a permanent restraining order the plaintiff, the St. Louis Amusement Company, an affiliate of Fanchon and Marco, Inc., also petitioned for actual damages of \$7,000 or a total of \$21,000 under the provisions of the Clayton and Sherman anti-trust acts.

## Salt Lake City

The Ladies of Variety held the annual Hallowe'en party at the Vareity Club, the event being a dinner-dance. Guests were costumed in aprons and overalls. . . . The lower part of Film Row is in the process of being completely repainted.

Mario Marchino Price, Utah, leased the Bonnie Helper, Utah, from Mr. and Mrs. Jose Montes. . . . Exhibitors seen were Stuart Haardman, Lyric, Logan, Utah. . . . Word has been received that Emil Ostlund, Rivoli, Springville, Utah, is recuperating nicely following a stroke.

Bart Fisher, formerly of Mountain Film Service and for many years manager, Clark Film Distributors, is now the new shipper at Paramount. Before joining the Clark organizations, he was with Paramount.

## San Antonio

Theft of eight loudspeakers, valued at \$160, from the Fredericksburg Road Drive-In was reported by manager Frank Whisenant. . . . C. O. Donaldson, Statewide Drive-In Theatres, returned following a business trip to Dallas. . . . B. J. Blankenship, manager, Laurel, left on a visit to his old hometown, Crawfordsville, Ind. . . . Gloria Durate, formerly in the local office of Azteca, moved to Los Angeles to join the home office staff.

Residents of the Storey-Wood area filed suit seeking to stop construction of an outdoor theatre. They ask an injunction against Robert L. Strickland, trustee of the property. The plaintiffs allege that the erection of the theatre would violate a city zoning ordinance.



Lorenzo Vargas, South San, left on a visit to Casa Grande, Ariz. . . Paula Rodriguez is the new secretary to Jewel Truex, manager, Azteca.

Molly Ellen Landsman, 18-month-old daughter of Mr. and Mrs. Richard M. Landsman, died. Father is manager, Statewide Drive-In Theatres Circuit.

Among the out-of-town visitors were T. J. Stout Jackson, Robstown, Tex.; Jose Carabaza, Carabaza Film Exchange, Laredo, Tex.; Pete Fernandez, Mathis, Tex.; C. Lopez, Encanto, Galveston, Tex.; and Rubin Colderon, secretary-treasurer, Azteca, Los Angeles.

The Ruben Frels Theatre Circuit signed a contract with KNAL, Victoria, Tex., for the "Old Scotchman's Scrapbook," a five-minute vignette done by Gordon McLendon, Dallas. The program will also feature a callboard giving the times of the features at the local theatres, as well as the present and coming attractions.

Harry J. Gould, 73, died at his home at Fort Worth, Tex. He was a retired theatre manager.

Plans have been established by Bob Reeves, Jr., for the construction of a new theatre at Franklin, Tex. The town has been without one since the Wilder burned. . . CinemaScope has been installed at the Leland, Taft, Tex., according to Bud Cook, manager. In addition, the Leland was completely redecorated inside. Harry Ellis is owner. . . Floyd Faubion has been named manager, New Star, Teague, Tex., owned by the Harris brothers. The New Star replaces the Star, which was opened in May, 1919. . . Mr. and Mrs. Lee Welch installed CinemaScope at the Sage and Sage Drive-In, Van Horn, Tex.

Abe Levi sold the Texas, Waco, Tex., to Eddie Fadal, who also operates the Coronet. Kenneth K. Smith, who has been employed at the Coronet, has been named manager, Texas. . . Ezell and Associates installed a new snack bar at the Winkler Drive-In, Houston, Tex. The capacity of the drive-in has also been increased by several hundred cars.

Rubin Frels, head of the circuit bearing his name, with headquarters at Victoria, Tex., is celebrating his 40th year in show business and the 30th year of the start of the Frels Circuit, which now consists of 14 theatres. . . National Theatre Supply Company, Dallas, installed a CinemaScope screen at the Palace, Floydada, Tex., according to J. G. Deakins. . . James Dear completed the installation of CinemaScope at the Select, Mineola, Tex., operated by R. E. Hook.

The Runge, Runge, Tex., was purchased by Mr. and Mrs. Don Trisko after they had leased it for the past 10 months.

Frank Whisenant, manager, Fredericksburg, Tex., Drive-In, reported the theft of some speakers, valued at \$160, from the spot.



United Artists field man Howard Pearl is seen tugging at the stern quarters of an uncooperative heifer in an effort to get an exploitation shown on the road for the recent opening of UA's "Sitting Bull," State, Minneapolis. The pig-headed calf finally saw the light and toured downtown streets according to schedule.

## San Francisco

New at Blumenfeld Theatres executive headquarters are Agnes Dorland, Pauline Simmons, Kitty Field, Marion Brown, and Helen Levine. . . The 10 top state managers of United-California Theatres in the second drive for this year were John Wyatt, Moonlite Movies, Santa Clara; Sol Bolnik, Ritz, Hayward; Robert James, Senator, Chico; Carl Rayes, El Rey; Louis Bergstrom, Merced, Merced; Edward Sheeline, Alexandria; Albert Levin, Coronet; Harry Fontana, Granada; Robert Barker, Del Mar, Santa Cruz; and Walter Deininger, Hayward, Hayward. W. W. Coover, district manager, San Francisco district, finished on top in the district manager race. His prize was a cash award in addition to a gold trophy.

The Hecker Pass Drive-In, Gilroy, Cal., closed. . . The Boyes, Boyes Springs, Cal., closed by Mr. and Mrs. G. O. Cowley, has been reopened by Alan Finlay, recently manager, Parkside. . . Phil Weinstein, Columbia salesman, checked out of the hospital and is recuperating at his home. . . Joan Place, Columbia clerk, resigned.

State visitors were Alan Finlay, Boyes Springs; Harry Hayashino, Fresno and Stockton; and R. B. Smith, Chowchilla.

Maury Schwarz, owner, Bridge and Rio became a happy father for the



Exhibitor Chuck Leonard, Hawthorne, Nev., and Mrs. Leonard recently visited the coast set of Paramount's "Two Captains West" and were greeted by Donna Reed in Indian princess costume.

second time with the birth of his first daughter.

Edmund Grainger, president, Edmund Grainger Productions, Inc., met with a group of top exhibitors in the northern California area and discussed his forthcoming product released through RKO.

## Seattle

The agenda was being worked out for the annual meeting of the Theatre Owners of Washington, Northern Idaho, and Alaska, to be held on Nov. 16 at the New Washington Hotel. A luncheon meeting for exhibitors will be followed by an afternoon business session. . . Selom Burns and Jack Barber, Modern Theatre Supply, and John D. Peterson, Portland, flew to Chicago to the TESMA meetings.

Mr. and Mrs. Arthur Greenfield, he's the U-I branch manager, returned from a vacation trip to New York. . . Zollie Volchok, Northwest, was ill with the flu in Portland, and salesman Al Larpen- teur was back from a swing through western Oregon. . . Peter Barnes is putting in CinemaScope in all three of his theatres located at Okanogan, Chelan and Oroville, all in Washington.

Bruce Berg, recently out of uniform, joined the advertising staff of Sterling Theatres. . . Francis Bateman, Republic district manager with headquarters in Los Angeles, was in. . . B. Z. Johnson, who operates theatres in Marysville, Bremerton, and Stanwood, all in Washington, installed CinemaScope. . . Carol Minden, former 20th-Fox biller, was entertained with a dinner and a baby shower by girls from the office and also from Metro. She has been replaced by Pat Bonnell. . . Republic salesman Dave Dunkle returned from a trip. . . Peter Barnes, with headquarters in Toronto, Canada, was buying and booking for the Ruby, Chelan; Avalon, Okanogan; and Orado, Oroville, all in Washington. . . Also on the Row was E. W. Johnson, Garland and West End Drive-In, Spokane, Wash.

Beverly Soutworth, Sterling, was married to Kevin Nelson, manager, Beacon. . . Bill Stahl, salesman, National Theatre Supply, supervised the installation of a Walker screen and anamorphic lenses in the Chief, Tonasket, Wash.

John Riley, Seattle salesman, NTS, arranged for the installation of anamorphic lenses and a new screen at the Avalon, Bellingham, Wash., operated by H. N. Aldrich. In another NTS installation, work is progressing on the Coliseum.

Spracher's Tokay, Raymond, Wash., had its grand opening after having been equipped with full stereophonic sound, wide-screen, and CinemaScope. . . Prizes for the most outstanding costumes were awarded to youngsters during Halloween parties held at Sterling Theatres' Saturday matinees.

Film Row visitors included Mr. and Mrs. Howard McBride, who operate the Grenada, Spokane, Wash., with Joe Rosenfield.



## NEWS OF THE

## Territory

Boston  
Crosstown

The home office of New England Theatres, Inc., reports that the managers' "Profit and Prestige Drive" is gaining momentum, with the October contest completed. The majority of managers in the circuit had special Hallowe'en kiddies shows, midnight horror shows for the teen-agers and adults, and Saturday morning shows for the kiddies. Other managers put on merchant participation programs, tying in locally, radio broadcasts from lobbies, football nights, street interviewing broadcasts over local stations, and other activities. R. A. Bergeron, manager, Haynes, Waterville, Me., staged a series of high school victory rallies, where films taken of the local football game were shown, showing the highlights of the contests. Marvin Huban, Strand, Dorchester, Mass., held a special radio broadcast from the lobby. Arthur Morton, Paramount, set up a street interview radio broadcast over WVDA asking patrons how they liked the film they had just seen at his theatre. Max Naylor, Metropolitan, put up a special booth in the inner lobby selling Columbia recordings of the music from "A Star Is Born," with attractive models making the sales. The following managers held morning kiddie shows for Hallowe'en and later Hallowe'en horror shows for the older children—Arthur Allaire, Opera House, Bangor, Me.; Alex Castoldi, Paramount, Newton, Mass.; John Fagan, Central, Biddeford, Me.; Ben Greenberg, Stadium, Woonsocket, R. I.; Marvin Huban, Strand, Dorchester; Frank Kelly, Colonial, Haverhill, Mass.; and Lou Kenny, Capitol, Allston, Mass. With the October managers' committee made up of James Davis, Leo Lajoie and Max Naylor, doing such a fine job, the November committee, comprising Larry Burke, Mel Morrison, and Huban, is shooting for even better results.

Three state managers in the Stanley Warner Theatres "Fabian Fabulous Forty Contest" drive tied for second place for September. Under the district managership of Joe Liss, the following managers tied—Steve Barbett, Warner, Lawrence, Mass.; Guido Luminello, Palace; and Bob Howell, Port, Newburyport, Mass.

Morris Sims, manager, Olympia, New Bedford, Mass., who was the 1954 chairman of the "Jimmy Fund" drive, deserves special commendation for the results of the drive in his city. With the hard-working committee, Sims's district raised the magnificent sum of \$6,800, which was turned over to the "Jimmy Fund" headquarters, a record amount. Some of the extra-curricular activities which brought in the total were fashion shows, tag days, radio and press tie-ins, merchant participations, and many other activities. The total amount also includes the theatre audience collections.



The Variety Club of New England's recent "Day At The Races" at Suffolk Downs, Mass., was attended by over 100 industryites. Seen are Phillip Smith, president, Smith Management Company and VC assistant chief barker, presenting the trophy of the VC Handicap to trainer S. Tufano, whose horse won. From left to right are Louis Klebenov, ABC Vending Company; Tufano; Smith; jockey Stewart; Mrs. Louis Klebenov; and Theodore Fleisher, co-chairman, 1954 "Jimmy Fund" drive.

Bill Canning, a veteran industryite who is head of public relations for the Yamins Circuit, Fall River, Mass., delivered an entertaining and amusing address before the Lowell, Mass., Kiwanis Club monthly dinner. His subject was "Motion Pictures From The Start." He outlined the progress of the film industry from the old days of the single-reelers up to the present day of CinemaScope productions. His address was informal and amusing as well as factual and interesting and delighted the 65 members present. Norman Glassman, Strand, Haverhill, Mass., and the Rialto, Lowell, who is a past president, Lowell Kiwanis Club, introduced Canning to the group.

Sympathy goes to Edward Renick, former salesman for Metro in this area, in the death of his wife who had been ill for several months.

Gertrude Rittenberg, office manager, E. M. Loew's Theatres, will marry Max Finn, general manager, on Dec. 1 in this city.

John McGrail, U-I publicist, returned from his vacation to the West Indies with his wife, Helen. . . . David W. Higgins, owner, Brookside, formerly the Mayfair, Bridgton, Me., closed the doors for the season.

The Park, Jaffrey, N. H., has been sold by the estate of the late Romolo Vani to Mario Dedo, Peterboro, N. H., who will operate. Herbert Higgins will continue to do the buying and booking under the new ownership.

Paramount has taken full page newspaper ads in the local papers for the first time in many years, plugging "White Christmas," with each paper running the ad on the day before or the day of the opening date. The picture is playing the Paramount and Fenway, day-and-date.

The Nyer Theatre Company, Bangor, Me., Samuel Nyer, president, has taken over the Community, Guilford, Me.,

adding it to the Playhouse, Newport; Opera House, Stonington; drive-in, West Enfield; and drive-in, Trenton, all in Maine. The Community was operated for five years by Joseph Cronan, former film salesman, who gave it up last spring to return to Boston where he is now a manager for E. M. Loew. Cronan turned the lease over to Mrs. Elaine Elliot, widow of Richard Elliot, who ran it until the recent transfer to the Nyer group.

Rene Garneau, owner, Midway Drive-In, Ascutney, Vt., was running for state representative from his district on the Democratic ticket.

## Film District

In introducing his new release, "Gang Busters," Terry Turner, who has assembled three episodes of TV's popular program which have never been shown on TV, has formed a new method of re-selling the film to circuit and independent buyers and bookers. He has prepared several TV trailers and theatre teaser trailers of the 78-minute feature on 16mm. prints and has taken the equipment into the offices of the buyers of the larger circuits, setting up the projectors in the offices and showing the prospective buyers first-hand exactly what the public will view on TV and at the theatres. Joseph E. Levine will handle the film in the New England territory, backed by a \$50,000 TV, radio and newspaper campaign. "Gang Busters" was assembled by Visual Dramas, an affiliate of General Tele-radio, Inc., in association with Turner. The kickoff will be launched in New England with a possibility of 300 saturation bookings in January. After the larger circuits had viewed the trailers, Levine and Turner invited a group of independent film buyers and bookers to the offices of Embassy to see the same setup. Turner stated that he selected New England for the world premiere kickoff because the area is highly concentrated for TV and radio promotion. Through WNAC-TV and its affiliates, he can hit 200 situations and 60 first-runs, thus making the trailers on TV more effective. Other films which have been promoted in this manner have been highly successful, he claims. "Gang Busters" will also be backed by a managers' contest, now being planned, with six winning managers being given a two-week trip overseas. Definite plans for this contest will be announced later.

Mr. and Mrs. Herman Rifkin flew to the west coast to attend the annual directors' meeting of Allied Artists. They were taking their granddaughter, Barbara Roberts, the 12-year-old daughter of Mr. and Mrs. George Roberts, for a three-week trip.

Joe Levine, Embassy, and Jack H. Harris, EPI, inked a deal appointing Levine as EPI representative in New England. Embassy will distribute "Jamboree." This picture will be backed thoroughly with an exploitation campaign by the New England councils of the Boy Scouts of America. Embassy is also set to handle "Laurel and Hardy In Utopia."



## New Haven Crosstown

The Yale-Colgate football game films were used to some good advantage in Elm City houses. . . . The Bowl Drive-In, West Haven, has gone to a weekend operation. . . . The Whitney had a Punch and Judy show, while the Whalley had a "Tiny Tot Show." The Grand has "Bargain Night" on Wednesdays.

The annual family theatre party, sponsored by the Sacred Heart Mothers' Club for the benefit of the Academy, was held at the Forrest.

Condolences are extended to Sid Kleper manager, Loew's College, whose father died last week.

## Meadow Street

Stanley Warner houses had Hallowe'en kiddies shows. A mask was given free and in some instances, comic books were given. Other theatres promoting Hallowe'en shows included the Empress, South Norwalk Arch Street, New Britain Hamilton, Carroll, Tower, Waterbury, and Middlesex, Middletown.

## Circuits Loew Poli

The Manchester Drive-In gave free pumpkins to kids attending its Hallowe'en night show. . . . The Empress, South Norwalk, scheduled a benefit vaudeville show, sponsored by the Norwalk Lodge of Elks. . . . The Rogers Corner Drive-In closed. . . . The Center Drive-In, Ansonia, went to a Friday, Saturday, and Sunday operation. . . . The Norwalk Drive-In is closed Monday through Thursday. . . . The Pine Drive-In, Waterbury, is closed Monday until Friday. . . . The Lake Drive-In, Waterbury, has weekend exhibition. . . . The East Hartford Drive-In, South Windsor, discontinued Monday through Thursday performances. . . . Olympia Prakas, daughter of Athan Prakas, Rivoli, Bridgeport, was married at the Holy Trinity Greek Orthodox Church. . . . Sam Rosen, Rosen Film Delivery, was in Florida. . . . Ben Simon, former 20th-Fox branch manager, is still in the southlands enjoying the warm climate there.

All managers were working on "Beau Brummell."

## Connecticut Bristol

Dennis J. Rich, manager, Cameo, ran a "Little Pet Matinee," with a parakeet awarded to the holder of a ticket stub number.

## Hartford

Newspaper editors interviewed ex-Hartfordite Gary Merrill, star of Allied Artists' "The Human Jungle," by long-distance phone, through a tieup by Ray McNamara, Allyn manager. . . . The Quinebaug Drive-In, on Route 131, Quinebaug Four Corners, one of the few area units to maintain a daylight saving time schedule through October, returned to standard schedules.

P. J. Buchieri, manager, Hartford Theatre Circuit's Lyric, resigned. . . .



These "Indians" were recently used as street bally by Lou Cohen and Norm Levinson, Loew's Poli, Hartford, Conn., for UA's "Sitting Bull." They visited public schools and attracted plenty of attention.

The annual series of five children's films, sponsored by the Wethersfield PTA Council, will open on Nov. 13 at the Lockwood and Gordon Webb Playhouse in the suburban community. All elementary school children from kindergarten through grade six are eligible to subscribe.

Jim McCarthy, Connecticut district manager, Stanley Warner, entered Massachusetts General Hospital, Boston, for further surgery.

## South Windsor

Joe Bronstein and Isadore Bregman, East Hartford Family Drive-In Theatre Corporation, returned from an inspection tour of Miami, Fla., area drive-in projects. The Bronstein interests expect to start construction of the 2,010-car capacity Meadows Drive-In on Jan. 1. Other 1955 outdoor projects for Connecticut include — Bridgeport, 750-car capacity unit, backed by Seymour Levine, Bowl Drive-In, West Haven; Meriden, 1-000-car capacity, backed by Nick J. Kounaris and Paul Tolis, Kounaris-Tolis Theatres; and Middletown, 1,000-car capacity, backed by Sal Adorno, Jr., formerly assistant general manager, M and D Theatres, Middletown. M and D, it is understood, will have no connection with the Adorno drive-in.

## Massachusetts Fall River

One of the most elaborate and colorful opening nights ever staged here was put on by the Empire, a Yamins Circuit house, for the premiere of "A Star Is Born." Bill Canning, head of public relations for the circuit, and John J. McAvoy, manager, worked out a stunning campaign. The lobby, decorated by a florist with flowers and ferns, contained huge cutouts of Judy Garland and James Mason, and a 60-piece band played outside the theatre under huge floodlights. The lady patrons received vials of perfume and baby orchids. Attractive models distributed an eight-piece souvenir booklet containing stills of the two stars, scenes from the film, and a history of the making of the picture. This program booklet was tied in with Radio Land, local sponsor of Columbia records and a radio and TV sales and service store. There was a live broad-

cast over WSAR, emceed by Joe Welch, which went on in the lobby of the Empire as the patrons were entering the theatre. After the performance, WALE made tape recordings of the reactions from the patrons. This program was played back the following day and evening. For a month before the film opened, the two stations played the music from the album of "A Star Is Born." The marquee of the near-by Center, now closed, was relighted to carry the announcement of the opening of the film. There were merchants tieins and displays in store windows. Among those present at the opening night were the city's mayor, John Kane, Speaker of the House Joseph Martin, Nathan Yamins, and other city officials. More than 200 seats were roped off to accommodate the dignitaries and their families.

## New Hampshire Newington

The Newington Outdoor closed for the season.

## Rhode Island Providence

Willard Mathews, Majestic manager, staged an auspicious motion picture premiere for "A Star Is Born." Setting up two distinct openings, one at the six p.m. performance, and the other at the nine p.m. showing, Mathews distributed 300 orchids to the first 300 feminine patrons. Sending out beautifully-designed invitations to state and city officials, the press, radio and television representatives, the Majestic manager welcomed the invited guests and paying patrons with a display of lighting arrangements and decorations. The entire front of the Washington Street house was bathed in floodlights. Pulling out all the stops in his exploitation campaign, Mathews received excellent support from several stores that featured records and record albums containing songs. Downtown store windows carried heralds, window cards, and stills featuring the attraction.

Despite offers of management to meet and discuss ways and means of settling the strike of projectionists, the Strand, Pawtucket, R. I., was going into a fourth week of inactivity. Harold Lancaster, genial manager, reported that no signs of an early settlement were in view.

Dave Levin staged his usual popular Hallowe'en midnight show. . . . Torrential fall rainstorms caused almost a complete blackout of all nearby drive-ins recently. Anticipating good pre-Hallowe'en business, the open-airers suffered a disappointing setback. . . . The Castle, Lockwood and Gordon, installed a wide-screen.

## Vermont Burlington

Maine and New Hampshire Theatres, Inc., closed the Majestic after 42 years of operation. Raymond J. Burns, manager, indicated there was some hope the building might remain open if it could be rented to a local little theatre group.



## NEWS OF THE

## Territory

New York City  
Crosstown

Loew's Golden Jubilee celebration has been aided considerably by a mobile museum equipped by the George Eastman House of Photography, Rochester. The touring exhibit, housed in a gigantic trailer, contains early cameras, projection equipment, antique posters, and an interesting collection of still photographs from some of the first commercial movies. According to Ernest Emerling, Loew's ad head, the Golden Jubilee Celebration will be extended to Loew's out-of-town situations as fast as suitable bookings are lined up for individual theatres. As soon as the George Eastman House trailer exhibit has finished its tour of New York Loew's neighborhood houses it will be routed to Loew's out-of-town theatres.

RKO producer-director Dick Powell flew in from the coast for two weeks of huddles on personal business and for interviews in connection with "The Conqueror."

Alfred Katz, assistant foreign sales manager, United Artists, returned from a tour of the company's offices in Panama, Cuba, Puerto Rico, Trinidad, and Colombia.

Two of the seven Walter Reade drive-ins now have wide-screens, it was announced by Walter Reade, Jr., president, Walter Reade Theatres, at the circuit's Oakhurst, N. J., headquarters. Reade said that 20-foot wings had been added to each side of the 40 foot by 60 foot screens at the Eatontown Drive-In, Eatontown, N. J., and the Atlantic Drive-In, Pleasantville, N. J. Height was also added, so that both 800-car theatres have screens measuring more than 60 feet in height and 100 feet in width. Screens at the remaining Reade drive-ins will also be extended before the spring of next year, Reade said, and the circuit's new Absecon Drive-In, near Atlantic City, will be constructed with a wide-screen.



Peggy Ann Garner, starred in 20th-Fox's "Black Widow," is seen with Zeke Miller, assistant manager, Roxy, New York City, as they inspected recently a lobby display board announcing the engagement of 20th-Fox's "Desiree."

Richard O. Schmidt, with the Army and Air Force Motion Picture Service for over 30 years and most recently Washington regional manager, has been named Newark regional manager, succeeding John T. Babbitt, transferred to the Atlanta regional office.

Maurice Silverstein, regional director, Latin America, Loew's International Corporation, arrived.

The Cinema Stamp Collectors, the philatelists of the entertainment industry, will have a "Topical Stamp Night" for its meeting on Nov. 23 at the Hotel Astor. The program will be put on with the cooperation of The American Topical Association, under the direction of Allyn H. Wright, vice-president. Herbert Rosen will present his award-winning film-strip "Radio and TV on Stamps," and Mrs. Margaret Hackett will exhibit and comment on her international award-winning collection of "Coaches on Stamps." Wright will speak about the American Topical Association and its services to stamp collectors.

George Nichols, MGM studio publicist, returned to the coast after 10 days here on "Bad Day at Black Rock," personally produced by Dore Schary. . . . Betty Cohen, secretary to William Guss, Montreal MGM manager, was in town vacationing. . . . Robert Vogel, MGM studios, returned to Culver City after a week of home office palavers and other activities.



Attracting special attention recently for 20th-Fox's "The Adventures Of Hajji Baba" were these two Nubians who walked up and down Broadway in costume as street bally for the picture at the Globe, New York City.

Mary Nicolletti, MGM's special service department, became Mrs. Henry W. Bode, Jr., the marriage taking place at Our Lady of Perpetual Help Church, Richmond Hill,

Brandt Theatres acquired the Victory, a former Loew house. It is being equipped for CinemaScope.

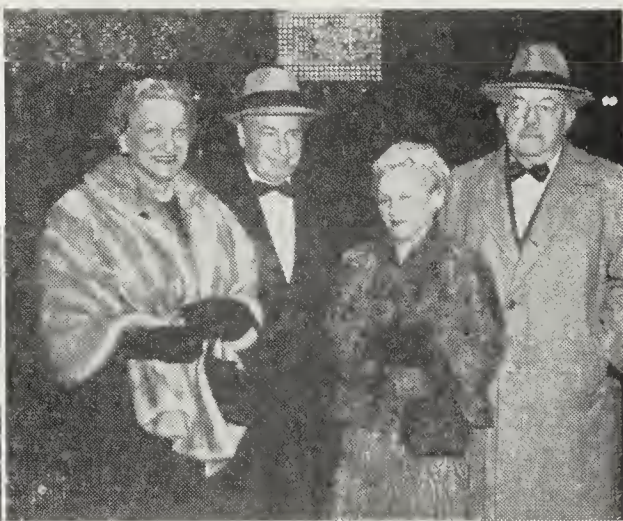
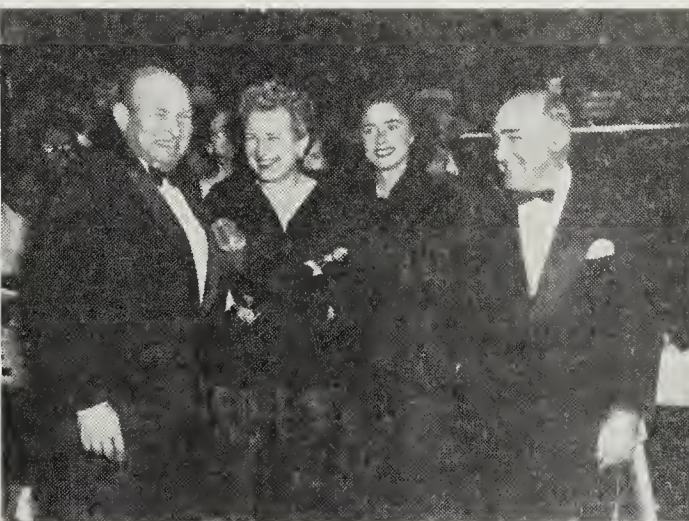
R. J. Hortis, manager, Westrex Company, Argentina, a subsidiary of the Westrex Corporation, arrived for conferences.

J. Y. Abe, director and assistant manager, and K. Kagara, recording engineer, Westrex Company, Orient, a subsidiary of the Westrex Corporation, arrived from Tokyo for conferences with Westrex Corporation's headquarters' staff.

Al Einstein, manager, Joe Springer's Linden, Brooklyn, appeared on the TV show, "The Name's The Same."

Dore Schary, MGM vice-president in charge of production, left for the coast after a three-week sojourn in the east. . . . Marge and Gower Champion, who appear in MGM's "Jupiter's Darling," have started a national theatre tour which will take them to 77 cities in 90 days. . . . George Cukor, director, MGM's "Bhowani Junction," and Mel Ballerino, casting director, returned from India and England and left for the coast.

Milton E. Cohen, eastern division manager, United Artists, became a grand-



Crowds at the recent New York City premiere of 20th-Fox's "Carmen Jones" are shown outside the gayly decorated Rivoli on the right. In the center are Charles Einfeld, vice-president, 20th-Fox; Mrs. Einfeld; and Mr. and Mrs. John

Raiss, while, on the left are Mrs. Lichtman; Al Lichtman, 20th-Fox director of distribution; and Mr. and Mrs. Jack Cohn, executive vice-president, Columbia. Dorthy Dandridge and other stars of the film also attended.





The new crew for the Variety Club, Tent 9, Albany, are seen above, left to right, standing, Irwin Ullman, Aaron Winig, William Wenner, Sylvan Leff, and Arthur Green, and, left to right, seated, Norman Jackter, second assistant chief barker; Sid Urbach, dough guy; George Schenck, chief barker; Jack Goldberg, first assistant chief barker; and Lou Sumberg, property master. Absent is Howard Goldstein.

father for the first time when his daughter, Mrs. A. Alan Friendberg, gave birth to a daughter, Caren Suzanne, at Doctors Hospital.

Lee Reno, secretary to Thomas Gerety, MGM home office publicity department, will be married on Thanksgiving Day to Joseph Vergara in Yonkers. The couple will honeymoon at Miami Beach and Havana, Cuba.

Max Thorpe, Columbia International's managing director for the United Kingdom and Ireland, arrived from London, accompanied by Mrs. Thorpe, for several weeks of conferences with home office executives.

Julian Blaustein, 20th-Fox producer whose latest CinemaScope picture, "Desiree," has its Command Performance premiere at the Roxy on Nov. 17, arrived from Hollywood.

Otto Preminger's "Carmen Jones" in CinemaScope has been selected as the "Go See Picture of the Month" for November in the New York subway system.

Cinema Lodge, B'nai B'rith, will mark the 15th anniversary of its founding with a "Charter Night" at the Hotel Astor on Nov. 23 at which the past presidents of the lodge will be honored before a large group of members and their guests including many of the

original charter members, it was announced by Burton E. Robbins, president. The winner of the 1954 car being awarded by the lodge in its current fund raising drive will also be announced at the meeting. Max E. Youngstein, chairman, Cinema's current fund-raising drive and a vice-president of the lodge, will preside. Among the past presidents scheduled to be honored are Alfred W. Schwalberg, Arthur Israel, Jr., Irving Greenfield, Adolph Schimel, Al Senft, Jack H. Levin, S. Arthur Glixon, Robert M. Weitman, Saul E. Rogers, and Martin Levine.

Herman M. Dolinsky, a Loew's Theatres manager, died at Crown Heights Hospital, Brooklyn. He was 66. Dolinsky started with Loew's in 1911 as an assistant manager at Loew's Delancey and subsequently became manager of several Loew's theatres in Brooklyn. He was manager, Loew's Coney Island for 15 years, and at the time of his death was a relief manager on the circuit.

Walter Branson, RKO's world-wide sales manager, and Joseph Tushinsky, co-inventor of Superscope, arrived after almost a month in Europe for trade demonstrations of Superscope. Branson also held sales meetings on his first trip abroad since becoming global sales head.

Guests at the preview screening of 20th-Fox's "Desiree," bowing in a Command Performance on Nov. 17 at the

Roxy, will be asked to phone 10 friends and tell them about their reactions to the CinemaScope production.

## New York State Albany

The Colonial, dark since Malcolm Atterbury closed a stock season in the spring of 1953, was scheduled to re-open with a motion picture policy under the direction of Henry Brown, New York City theatre owner, and under the supervision of Bob Griffeth, recently manager, Schine's Mohawk, Amsterdam. Brown, who operates as Brown Associates, was originally a partner in the Colonial with Sam Orson, Yonkers. Griffeth, a World War II veteran, has 15 years of experience.

New officers of Loge 24, Colosseum, comprise Howard J. Smidt, Paramount, president; Howard Goldstein, RKO, vice-president; and James Moore, Warners, secretary-treasurer. Smidt, who had been secretary-treasurer, replaced Harvey Appell, recently transferred by Columbia from Albany to Boston.

The World Cinema Corporation has been authorized to conduct business in New York. . . . Corona Film Distributing Corporation has been empowered to conduct business in New York.

A. O. La Flamme, Strand manager and film industry chairman for the Community Chest drive, and Eugene Ganott, Palace assistant manager, were among those attending the kickoff dinner.

Film Row callers included Mr. and Mrs. George Smith, Olympic, Utica; Sidney Dwore, Cameo, Schenectady; Clarence Dopp, owning theatres in Poland, Frankfort, and Northville; George Thornton, operating in Saugerties, Tannersville, and Windham; Phil Baroudi, North Creek and Indian Lake; Sylvan Leff, Utica and Watertown; and Saul J. Ullman, Fabian division manager; and William With, Palace manager.

Tent Nine will be kept ship-shape for the next year by George H. Schenck as chief barker, Norman Jackter and Jack Goldberg, first and second assistant chief barkers; Lewis A. Sumberg, property

(Continued on next page)



For UA's "Suddenly," a king sized blow-up of Frank Sinatra levelling a gun at Syracuse bus riders realistically helped in the promotion triggering the opening at Loew's State. The touring cutout was engineered by enterprising manager Sam Gilman.



Ethel Merman, star of 20th-Fox's "There's No Business Like Show Business," recently arrived at New York's Idlewild Airport for a round of advance publicity on the film, slated for Christmas showing at the Roxy, New York.



Producer William Perlberg, left, and star William Holden recently arrived in New York to set up special screenings in the east for "The Bridges At Toko-Ri" and "The Country Girl," both Paramount pictures. Co-producer George Seaton arrived later.



## EYEING THE *Exchanges*

**NEW YORK** — Paramount is in the process of having its face lifted via a bit of exterior decoration. The building front has already been steam cleaned, but some touch-up painting on the edifice is yet to be done.

**WARNERS** — Emanuel Gross, booker, had been on the sick list. . . . The new face in the cashier's department belongs to Anna Michelloti. . . . New air foam cushion chairs with wheels are now being enjoyed by the ladies of the inspection department. . . . Head shipper Ben Block marked off 20 years of wedded life with wife Evelyn.

**REPUBLIC** — The two new additions to the office staff are Mildred Ferraro, contract clerk, and Clair Levine, biller. . . . Biller Maria Arroyo was feted in a going away luncheon and was presented with a gift. She's expecting the stork in January.

**UNITED ARTISTS** — Newlyweds June Rogers and husband were treated to dinner by the owner of the club where their wedding reception was held. . . . Booker Sophie Bochilo sprained her wrist.

**BONDED** — Inspectress Selma Stammer returned by plane from Detroit, where she went to see her new grandchild. . . . Head shipper Joe Marsicovitera was saddened by the death of his mother. . . . Bookkeeper Grace Baum underwent an appendectomy.

**U-I** — Inspectress Florence Knight had a visit from her daughter and son-in-law, Mr. and Mrs. George Iselhar. They arrived from California for the wedding of Mrs. Knight's other daughter, Dorothy, a former employee of NSS. . . . Night examiner Morris Harrison was recovering at home.

**MGM** — Booking machaine operator Mary Mayham and husband enjoyed themselves at the annual Policemen's Ball. . . . A quintette of birthday wishes go to exchange publicist Charles Felleman, on Nov. 11; boxoffice clerk Theresa Muraco, on Nov. 11; clerk Joyce Taylor, on Nov. 12; booker William Kiernan, on Nov. 14; and salesman Howard Levy, on Nov. 15. . . . Print booker Herman Garriss was ill.

**PARAMOUNT** — Fred Braun, film room, is recovering from an operation after his exit from the hospital. . . . Employees were invited to a sneak preview at Loew's State of "The Bridges of Toko-Ri." . . . Booker Eugene Newman is the New York representative for the new company house organ, "The Paramounteer," published monthly. . . . George Casiano, print booker, returned from his honeymoon. . . . Ledger clerk Reginal Bagnall went as a gypsy to a Hallowe'en costume ball. . . . Biller Ruth Richardson also attended a Hallowe'en party.



Al Barilla, Union, Union, N. J., was recently congratulated by SW district manager Anthony Williams when he was honored by his township for his aid to many civic projects on "Al Barilla Day," when he was presented with a scroll in appreciation of his many examples of community spirit.

### Albany

(Continued from preceding page)

master, and Sidney Urbach, dough guy. Elected by the 11-man crew, they began making plans for the annual "Denial Drive" to support the summer Camp Thatcher. A second crew meeting, to finalize arrangements for the November campaign, was scheduled, topped by a general meeting. A goal of \$13,000 was set. Jackter, Columbia branch manager, drew the responsible assignment of general coordinator for the drive. Irwin Ullman, Mohawk Drive-In manager, was appointed chairman, special events collections; and Arthur Green, business man, chairman, container distribution.

**RKO** — F. L. Drumm, office manager, celebrated his birthday. . . . Boxoffice clerk Phil Heydeck signed up for evening courses at the American Academy of Dramatic Arts.

**COLUMBIA** — A group from the office went to the Monte Carlo Night Club to see contract clerk Frances Taylor in her dance act. . . . Clerk Barbara Wilson celebrated her first wedding anniversary. Her William is serving in Germany with the army. . . . Boxoffice clerk Tim Sullivan received a mysterious secret letter.

**RAMBLIN' 'ROUND** — 20th-Foxites had a farewell luncheon for Ann Buchdahl, who resigned to join Buena Vista. —J. A. D.



Harold Cory, Oneonta, Oneonta, recently tied up with the WACS on U-I's "Francis Joins The WACS."

The Albany County Restaurant and Liquor Dealers Association is cooperating, as it has for the last five years, but that group will later launch a solo effort to raise \$25,000 for a badly needed recreation hall at the Helderberg camp.

Leo Greenfield, who recently left U-I, caught on with Buena Vista as representative in Cleveland, Cincinnati, and Detroit.

The Variety Club honored Harry Alexander at a dinner in Keeler's Restaurant. One-time 20th-Fox manager and later a U-I salesman, he retired to take over the Middletown Drive-In, in the lower Catskills, from Harry Lamont.

Clayton Pantages, 20th-Fox salesman, passed a weekend in Connecticut.

"All prospects are for a 'Big Brother' and 'Denial Week' campaign which will be more successful than any that the club has experienced in recent years." This was the encouraging message forwarded to fellow barkers by the new Variety Club property master, Lewis A. Sumberg, in a report-letter. Sumberg urged attendance at the first meeting held under direction of the new officers, with Chief Barker George H. Schenck in the chair.

The Variety Club, which sponsored regional AAU boxing championship matches for two nights at Odd Fellows Hall, will make another tieup with Ben Becker, AAU chairman, on behalf of its camp for underprivileged boys. This is expected to take the form of a card in the AAU series being nationally televised from the Mid-City Arena, Albany-Troy Road. A souvenir booklet, containing advertisements from business establishments, friends of the AAU sports supporters and Variety members, will again be promoted. The second annual affair is set for Nov. 27, and will be telecast over the American Broadcasting Company network. A committee comprising Chief Barker George H. Schenck, former Chief Barkers Charles A. Smakwitz and Harry Lamont, Irwin Ullman, Mohawk Drive-In manager and Fabian Theatres promotionist, and William Wennar are on the arrangements committee; and have made a tiein with Phillies Cigars. Tickets are being sold at \$1.25 and \$2.

### Amsterdam

Fielding O'Kelly, Schine city manager and an employee of the circuit for the past 25 years, has resigned so he may visit his son employed by the U. S. government in England. He has been succeeded by Charles Trurran, former manager, Avon, Watertown, N. Y.

### Plattsburg

Kingsley Ryan, who himself did much of the work involved in transforming a commercial property into the attractive Little, installed CinemaScope. He previously operated a house in Ausable Forks.

### Schenectady

Phil Rapp, new manager, State and Erie, appointed Bob Cawsey as his assistant.



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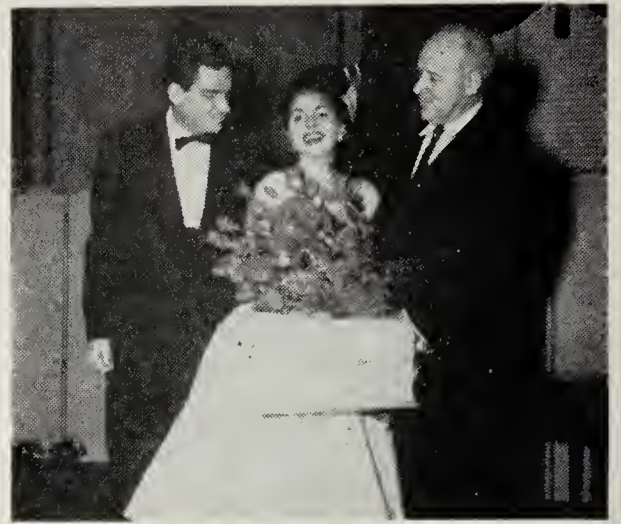
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	... Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
	... Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
	... Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
	... Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
	... Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
	... Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
	<b>BOXOFFICE STATEMENTS:</b>		
	... Regular theatre. Padded in 50's and punched (5 $\frac{1}{2}$ x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
	... Drive-In theatre. Padded in 50's and punched (5 $\frac{1}{2}$ x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
	... For regular and drive-in theatres. Padded in 50's (5 $\frac{1}{2}$ x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
	<b>BOOKKEEPING SYSTEM—Book:</b>		
	... At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
	... Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets.....	.50	
	<b>PAYROLL FORMS:</b>		
	... Weekly for regular and drive-in. Folding flop (8 $\frac{1}{2}$ x11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYEE EARNINGS RECORD CARDS:</b>		
	... Annual card for each employee (8 $\frac{1}{2}$ x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards..	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
	... Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder. Per pad.....	.25	
	... Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50 ..	.60	
	<b>SERVICE MANUALS FOR TRAINING:</b>		
	... Separate sections on regular and drive-in employees (3x6 in.) Item No. 8 in illustrated folder. Each ..	.10	
TOTAL REMITTANCE to cover this ORDER→			

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Sally Wile, brunette Brooklynite, was recently crowned "Queen of the Movie Page Ball" in New York City by Harry Hochfeld, right, president, Screen Publicists Guild, and a veteran 20th-Fox artist, as Al Mendelsohn, master of ceremonies and a U-I publicist, looked on. More than 500 publicists, newspapermen, and their guests attended the ball under sponsorship of Screen Publicists Guild, District 65, RWDSU-CIO.

### Troy

The Troy, seating 1975, has been purchased by Martin A. Ginsburg, Glens Falls business man, for investment purposes, but Stanley Warner, holding a lease, will continue to operate it. The purchase price was not announced, but a \$100,000 mortgage, issued by a local bank, was filed with the Rensselaer county clerk. Sid Summers manages the Troy.

### Utica

Frank Reile leased the Family and began a modernization program.



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Monumental achievements have marked each era of mankind. Within reach of future generations is the conquest of tuberculosis.

It is within man's power to eradicate tuberculosis—when you buy Christmas Seals to support your tuberculosis association you help to make this possible.

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## NEWS OF THE

*Territory***Philadelphia  
Crosstown**

RKO held a trade screening on "Hansel and Gretel" at the SW Logan with the invitations reading "for two adults and all the children."

Isadore (Speedy) Sley, owner, Viking, returned from Woman's Hospital, where he underwent an operation. Sley was one of the eight men in a group who had offered to buy the Philadelphia Athletics to keep the team in town.

Chales Goldfine's South Philadelphia Drive-In is now on weekend operation for the balance of the winter.

**Vine Street**

An excellent opportunity presents itself in the nature of a post for a manager capable of handling a first-run house for an independent circuit in the local territory. Please call the editorial department, MOTION PICTURE EXHIBITOR, for details.

Amistice Day, Nov. 11, is a union holiday for exchange employees. The branches will operate only with skeleton staffs.

A turnout of over 350 was expected to attend the testimonial dinner scheduled at the Bellevue-Stratford Hotel in honor of Paramount branch manager Ulrik F. Smith and Paramount short subjects general sales manager Oscar Morgan, both of whom are celebrating their 40th anniversary in the industry. Among those expected to attend were Alfred W. Schwalberg, president, Paramount Film Distributing Corporation; E. K. O'Shea and Jerome Pickman, vice-presidents; Hugh Owen, eastern and southern division sales manager; and many others, including representatives from Detroit, Cincinnati, New Haven, Pittsburgh, New York, Baltimore, Md., and Washington.

Strinestown Drive-In, Strinestown, Pa., closed. Jack Harris had been doing the buying and booking.

His many friends were glad to see Jack Greenberg back in his office following recent hospitalization.

Moe Verbin, general manager, Charles Stiefel theatres, went home from the hospital after a bit of minor surgery.

Charles Beilan, Warners branch manager and distributors' chairman, Will Rogers Memorial Hospital drive, has called a meeting for Nov. 15 at 11 a.m. at the RKO projection room. Branch managers, salesmen, and head bookers of the various exchanges are expected to attend.

Sam Gardner, MGM branch manager in San Francisco, was in following funeral services for his mother, who died suddenly on Oct. 31.



Orville Crouch, Loew's Theatres' zone manager, Washington, recently had the honor of presenting Edgar Morris, Washington's "official greeter of royalty and heads of state in the Nation's Capital," with a gold "Beau Brummell" statue. Looking on at the ceremonies held in the British embassy was Charles Empson, minister of the embassy of Great Britain. Morris was named number one charter member of the American Society of "Beau Brummells" in Washington, and awarded the "Sartorial Order" by the organization. The presentation, of course, was on behalf of "Beau Brummel," Loew's Capitol.

**District of Columbia  
Washington**

Leon Uris, author of the best-seller, "Battle Cry," and screenplay author of the Warners film of the same title, was to have participated in the unveiling ceremonies of the famed Mt. Suribachi monument on Nov. 10 at the Arlington National Cemetery. Uris, an ex-marine,

was to present a special message to be broadcast around the world by the Armed Forces Radio Service as a highlight of the ceremonies. The author, due here from Hollywood, Cal., intended to draw the attention of veterans to the date of Nov. 11, which, for the first time, will be known as "Veterans Day."

Milton Sperling was in to confer with Defense Department officials on a military story he is planning to produce for Warners. Sperling, head, United States Pictures, then proceeded to New York.

**Delaware  
Wilmington**

Prizes for costumes featured a Saturday afternoon Hallow'en party for kids at the SW Ritz and SW Grand. . . . A new screen was installed at the SW Grand. . . . Dan Cudone, Edge Moor, held a Walt Disney "Cartoon Jamboree."

— H. L. S.

**Maryland  
Baltimore**

Ray Trumble, general manager for Jack Fruchtman, New and Keith's, went to Southern Maryland for a meeting at the Lexington, Md., Drive-In. . . . Meyer Leventhal, general manager, Philip J. Scheck Theatre Enterprises, visited in Washington.

Ray Knight, Stanley Warner sound engineer was in checking the Stanley's sound equipment. . . . Joe Walderman, Park, has taken on extra activities with the Azrael Advertising Agency. . . . Henry Jones is the new assistant manager, Hippodrome.

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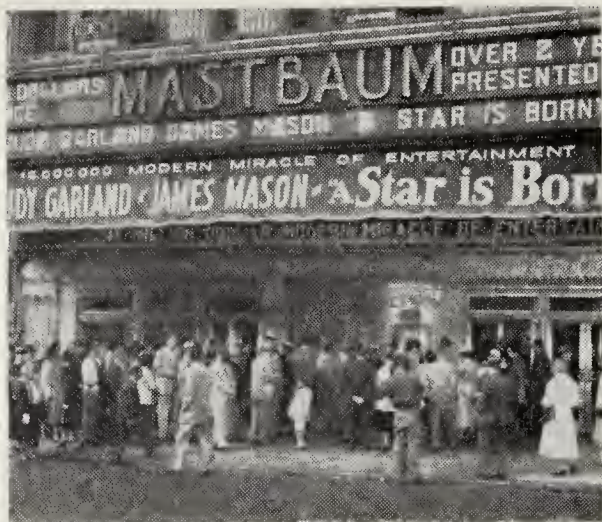
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As may be seen above, crowds lined up early to see Warner's "A Star is Born," SW Mastbaum, Philadelphia. Larry Graver is manager.

Maurice Hendricks, film buyer, Hicks-Baker Theatres, was confined with a virus attack. . . Charles Grimes, Warner district manager, was in.

Clyde Young, steward, Variety Club, and Mrs. Young, are expecting a visit from Sir Stork. . . Ted Rouston, manager, Playhouse, made a brief visit to his former home town, Chambersburg, Pa. . . Bill Meyers has decided not to reopen his Pocomoke Drive-In, Pocomoke City, Md., until next season, since the hurricane damaged the screen.

### Leonardtown

Ray Hall, Park, Lexington Park, Md., resigned to go with Berlo Vending Company, which has taken over all concessions in Southern Maryland Theatres, Inc., owned by Jack Fruchtman.

### Pennsylvania Lansdale

The Lansdale marquee was damaged when struck by a tractor-trailer truck. The front and one side were extensively damaged.

### Lebanon

The Key Drive-In closed for the season.

### Lewisburg

Columbia, Paramount, and U-I filed separate complaints in U. S. District Court charging that they have been



Jose Ferrer, second from right, star and director, U-I's "The Shrike," recently discussed promotional plans on the picture with U-I sales executives in New York. Seen, left to right, are F. J. A. McCarthy, southern and Canadian sales manager; James J. Jordan, circuit sales manager; Charles J. Feldman, vice-president and general manager; and P. T. Dana, eastern sales manager.

defrauded of over \$9,000 by Dr. Walter R. Buckley, Mount Carmel, Pa.; Dr. Mary L. Buckley, Philadelphia; Mary Buckley, Coaldale, Pa.; Amusement Enterprises, Mount Carmel; Imperial Amusement Company, Inc.; and George Riester, Paxinos, R.D. In their complaints, the film companies charge that the defendants conspired in May, 1952, and June, 1953, to furnish false attendance figures on percentage pictures to get lower film rental rates. The companies asked the court to set hearings in the case.



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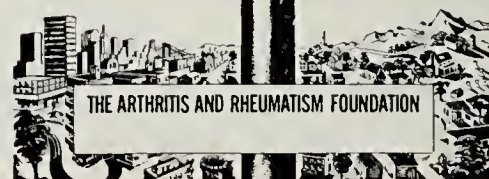
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Bob Diem, manager, Loew's, Reading, Pa., and Ed Gallner, MGM publicist, recently worked out the above gag on MGM's "Seven Brides For Seven Brothers."

### Oxford

The death of veteran exhibitor Joe Crowl, Oxford, was mourned.

### Reading

A 19-year-old Reading man, wanted on charges of burglarizing the Strand more than a year ago, got a free train ride home from California. Arrested in California, Martin L. Klein was shipped here from that state on completion of a year's prison sentence for burglary said to have been committed while Klein was serving in the Marine Corps in the west. The Strand burglary, in June, 1953, netted Klein and a 17-year-old companion \$1,574, Detective Captain Paul Slapikas said.

Reading Consistory, Scottish Rite Masons, deferred for a month or more action on a proposal to move from the Masonic Temple and the Plaza to the Rajah Temple and Rajah for its meetings and business offices.

Dr. Harry J. Schad, president, Schad Theatres, Inc., was presented with a 50-year membership award by James N. Deeter, grand commander, Grand Commandery of Pennsylvania, Knights Templar, at ceremonies in Masonic Temple.

John W. Nuss, 49, formerly of Boyertown, Pa., who was a projectionist in the Hippodrome, Pottstown, Pa., for a time, died in a Miami, Fla., hospital.



Warners' "A Star Is Born" recently got top billing in this window display at May Company's department store, Baltimore, Md., where the film is playing at the Stanley. Manager Rodney Collier made the tie-in with record albums of music from the film.



This attractive, eye-catching front and marquee were erected recently for the premiere of Warners' "A Star Is Born," SW Warner, Reading, Pa., by Birk Binnard, manager.

### Virginia Richmond

Winners of the special film company exploitation awards in the Neighborhood Theatre, Inc., "Sam Bendheim, Jr. Drive" were announced. The drive lasted from July 4 through Labor Day, with awards made on the basis of originality, potential effectiveness, size of situation, and the possibilities at hand for each engagement involved, from scrapbooks submitted. Results showed Celia McCoy, Beacon, Hopewell, Va., coming off a four-time winner. She received a \$200 bond from 20th-Fox for "River Of No Return," a \$100 bond from MGM for "Men Of The Fighting Lady," a \$100 bond from Warners for "Lucky Me," and the Walt Disney bronze trophy for "Pinocchio." Other winners were James Meyers, Bluebird, Petersburg, Va., UA's "Apache," \$100 cash; Tom Connell, Westhampton, here, U-I's "Francis Joins The WACS," \$100 bond; and Fred Culler, Cameo, Bristol, Va., RKO's "Susan Slept Here," \$50 bond.

Morton Thalhimer, head, Neighborhood Theatre, Inc., became a grandfather for the first time when his son, Morton, became the proud father of his first heir, Morton, III, born at Medical College Hospital on Oct. 25 and weighing seven pounds, two ounces. The parents issued cute birth announcements in the form of theatre tickets.



A few of the 325 Allentown, Pa., Call-Chronicle newspaper-boys who attended a recent showing of MGM's "Rogue Cop" at the Earle are seen above. The boys were guests of Max Korr. Welcoming the guests was manager Nathan Silver.



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Mrs. Edna R. Carroll, chairman, Pennsylvania State Board of Motion Picture Censorship, is seen upon a recent visit to the new United Artists' exchange in Philadelphia, where she was welcomed by branch manager Mort Magill.

## Variety Club Tent 13, Philadelphia

The 1954-55 Heart Fund campaign got off to a fast start. . . . The recently elected crew for 1955 will be installed on Jan. 10. . . . Decorations of the club-rooms have been completed and the members are giving the job good notices. . . . New members are S. David Friedman, Joseph R. Friedman, and Benjamin Katz.

"The Bob Mathias Story" was screened through the courtesy of Allied Artists.

## BOX OFFICE STATEMENTS

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## Allied Artists

(1953-54 releases from 5401;  
1954-55 releases from 5501)

(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- BOB MATHIAS STORY, THE**—**BID**—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.
- BOWERY BOYS MEET THE MONSTERS, THE**—**C**—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- DESPERADO, THE**—**W**—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- FORTY-NINERS, THE**—**W**—Wild Bill Elliott, Virginia Grey, Henry Morgan—Standard Elliott—70½m.—see Apr. 21 issue—(5424).
- HUMAN JUNGLE, THE**—**MYMD**—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).
- JUNGLE GENTS**—**C**—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- KILLER LEOPARD**—**AD**—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).
- RETURN FROM THE SEA**—**ACD**—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK**—**MD**—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TWO GUNS AND A BADGE**—**W**—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—**MD**—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

### TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace—(5508).
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- BOWERY TO BAGDAD**—Leo Gorcey, Huntz Hall, Joan Shawlee—(5421).
- CRY VENGEANCE**—Mark Stevens, Joan Vohs, Martha Hyer—(5504).
- HIGH SOCIETY**—Leo Gorcey, Huntz Hall, Amanda Blake.
- JOHN BROWN'S RAIDERS**—Raymond Massey, Debra Paget, Jeffrey Hunter.
- PORT OF HELL**—Dane Clark, Carole Mathews, Wayne Morris—(5505).
- RIDER OF THE RUBY HILLS**—Zachary Scott, Carole Mathews.
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley—(5503).
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—(5506).

## Astor

- ROBOT MONSTER**—**SFD**—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).
- SLEEPING TIGER, THE**—**D**—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

### TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrard, Carmilla Horn—(English-made).

## Columbia

(1953-54 releases from 601; 1954-55 releases from 701)  
(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- AFFAIRS OF MESSALINA, THE**—**HISD**—Memo Benossi, Maria Felix, Georges Marchal—Import will find slow going—108m.—see Nov. 3 issue—(Italian-made)—(Dubbed in English).
- BLACK DAKOTAS, THE**—**OMD**—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE**—**OD**—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BLACK KNIGHT, THE**—**COS**—**MD**—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Filmed in England)—(719).
- BULLET IS WAITING, A**—**D**—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).
- CAINE MUTINY, THE**—**D**—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).

## MOTION PICTURE

# EXHIBITOR

## SERVICESECTION

*The Check-Up of all features and shorts for an eight-month period*

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Vol. 53, No. 2  
SECTION 2

NOVEMBER 10, 1954

- CANGACEIRO (The Bandit)**—**MD**—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).
- CORONER CREEK**—**W**—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DETECTIVE, THE**—**D**—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).
- FIRE OVER AFRICA**—**MD**—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).
- GUNFIGHTERS**—**W**—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).
- HELL BELOW ZERO**—**MD**—Alan Ladd, Joan Tetzl, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—**D**—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).
- INDISCRETION OF AN AMERICAN WIFE**—**D**—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).
- JUNGLE MAN-EATERS**—**AD**—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).

- LAW VS. BILLY THE KID, THE**—**W**—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MASSACRE CANYON**—**MD**—Phil Carey, Audrey Totter, Douglas Kennedy—Okeh programmer—66m.—see Apr. 21 issue—(635).
- MISS GRANT TAKES RICHMOND**—**F**—Lucille Ball, William Holden, Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).
- ON THE WATERFRONT**—**MD**—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE**—**OD**—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PHIFFT**—**C**—Judy Holliday, Jack Lemmon, Jack Carson, Kim Kovak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B—(715).
- PUSHOVER**—**MD**—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- SARACEN BLADE, THE**—**Ricardo Montalban, Betta St. John, Rick Jason**—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).
- THEY RODE WEST**—**W**—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).
- THREE HOURS TO KILL**—**OMD**—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

### TO BE REVIEWED OR IN PRODUCTION

- BAMBOO PRISON**—Robert Francis, Dianna Foster, E. G. Marshall.
- CANNIBAL ATTACK**—Johnny Weissmuller, Judy Walsh—(718).
- CELL 2455**—William Campbell, Kathryn Grant, Steve Edwards.
- CHICAGO SYNDICATE**—Dennis O'Keefe, Abbe Lane, Xavier Cugat.
- CREATURE WITH THE ATOM BRAIN**—Richard Denning, Angela Stevens.
- DEADLOCK**—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

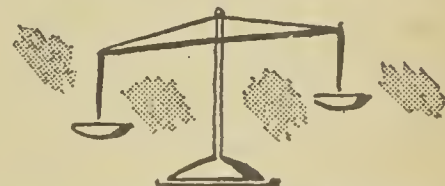
## KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

- |   |  |
|---|--|
| <b>AD</b> —Adventure drama                  | <b>MUCD</b> —Musical comedy drama        |
| <b>ACD</b> —Action drama                    | <b>MU</b> —Musical                       |
| <b>ACMU</b> —Action musical                 | <b>MUSAT</b> —Musical satire             |
| <b>ADMD</b> —Adult melodrama                | <b>MUW</b> —Musical western              |
| <b>BID</b> —Biographical drama              | <b>MY</b> —Mystery                       |
| <b>BIDMU</b> —Biographical drama with music | <b>MYC</b> —Mystery comedy               |
| <b>BUR</b> —Burlesque                       | <b>MYCM</b> —Mystery comedy musical      |
| <b>C</b> —Comedy                            | <b>MYD</b> —Mystery drama                |
| <b>CAR</b> —Cartoon feature                 | <b>MYMD</b> —Mystery melodrama           |
| <b>CD</b> —Comedy drama                     | <b>MYMU</b> —Mystery musical             |
| <b>CDMU</b> —Comedy drama musical           | <b>MYW</b> —Mystery western              |
| <b>CFAN</b> —Comedy fantasy                 | <b>NOV</b> —Novelty                      |
| <b>CFANMU</b> —Comedy fantasy musical       | <b>OPC</b> —Operatic comedy              |
| <b>CMD</b> —Comedy melodrama                | <b>OPD</b> —Operatic drama               |
| <b>CMU</b> —Comedy musical                  | <b>OD</b> —Outdoor drama                 |
| <b>COMP</b> —Compilation                    | <b>OMD</b> —Outdoor melodrama            |
| <b>COSMD</b> —Costume melodrama             | <b>PD</b> —Psychological drama           |
| <b>D</b> —Drama                             | <b>RD</b> —Religious drama               |
| <b>DFAN</b> —Drama fantasy                  | <b>ROMC</b> —Romantic comedy             |
| <b>DMU</b> —Dramatic musical                | <b>ROMCMU</b> —Romantic comedy musical   |
| <b>DOC</b> —Documentary                     | <b>ROMD</b> —Romantic drama              |
| <b>DOCD</b> —Documentary drama              | <b>ROMDMU</b> —Romantic drama with music |
| <b>DOCMD</b> —Documentary melodrama         | <b>SAT</b> —Satire                       |
| <b>ED</b> —Educational feature              | <b>SFD</b> —Science fiction drama        |
| <b>F</b> —Farce                             | <b>SCD</b> —Sex comedy drama             |
| <b>FAN</b> —Fantasy                         | <b>TRAV</b> —Travelogue                  |
| <b>FANMU</b> —Fantasy musical               | <b>W</b> —Western                        |
| <b>FMD</b> —Farce musical                   | <b>WC</b> —Western comedy                |
| <b>HISD</b> —Historical drama               | <b>WCMU</b> —Western comedy musical      |
| <b>MDMU</b> —Melodrama musical              | <b>WD</b> —Western drama                 |
| <b>MD</b> —Melodrama                        | <b>WMD</b> —Western melodrama            |
| <b>MUC</b> —Musical comedy                  | <b>WMDMU</b> —Western melodrama musical  |
|   | <b>WMU</b> —Western musical              |

## HONEST OPINION



### based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

*Check these running times and other data against your records!*



**END OF THE AFFAIR, THE**—Van Johnson, Deborah Kerr, John Mills—(Made in England).  
**FIVE AGAINST THE HOUSE**—Guy Madison, Klm Novak, Brian Keith.  
**GUN THAT WON THE WEST, THE**—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).  
**JUNGLE MOON MEN**—Johnny Weissmuller, Jean Byron, Billy Curtis.  
**LONG, GRAY LINE, THE**—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).  
**MAN FROM LARAMIE, THE**—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).  
**MASTERS OF KANSAS**—George Montgomery, Nancy Gates—(Technicolor).  
**MONSTER BENEATH THE SEA, THE**—Kenneth Tobey, Faith Domergue, Ian Keith.  
**MY SISTER EILEEN**—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).  
**PIRATES OF TRIPOLI**—Paul Henreid, Patricia Medina—(Technicolor)—(706).  
**PRIZE OF GOLD, A**—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).  
**RIOT ON PIER SIX**—Arthur Franz, Beverly Garland.  
**SEMINOLE UPRISING**—George Montgomery, Karin Booth—(Technicolor).  
**TALK, THE**—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).  
**SEN WANTED MEN**—Randolph Scott, Jocelyn Brando—(Technicolor).  
**THREE FOR THE SHOW**—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).  
**TIGHT SPOT**—Edward G. Robinson, Ginger Rogers, Brian Keith.  
**VIOLENT MEN, THE**—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).  
**WOMEN'S PRISON**—Ida Lupino, Jan Sterling, Howard Duff.  
**WYOMING RENEGADES**—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

## IFE

(All films are Italian-made)

**IDA**—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferrania-color)—(English narration).  
**POINTMENT FOR MURDER**—MD—Umberto Spadaro, Delia Scala, Andrea J. Botic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).  
**READ, LOVE, AND DREAMS**—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).  
**GIRLS MARKED DANGER**—MD—Silvana Pampanini, Eleonora Rossi Draga, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).  
**WELL RAIDERS OF THE DEEP**—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Manico—Exploitation import—93m.—see May 19 issue—Leg.: B—(Dubbed in English).  
**MELODY OF LOVE**—MUCD—Giacomo Rondinella, Marla Fiore, Nadia Gray—Pleasant fare for the Italian spots—96m.—see May 5 issue—(English titles).  
**SENSUALITA**—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed in English).  
**ARANTELLA NAPOLETANA**—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 issue—(Gaevacolor)—(English titles).

### TO BE REVIEWED OR IN PRODUCTION

**AGAINST THE WALL**—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).  
**CITY STANDS TRIAL, A**—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.  
**MURDY-GURDY**—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).  
**HUSBAND FOR ANNA, A**—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).  
**LOVE IN THE CITY**—Documentary love story—(Dubbed in English)—110m.  
**THEODORA, SLAVE EMPRESS**—Ginna Maria Canale, Georges Marchal, Renato Baldini—(Pathe Color)—(Dubbed in English).  
**TOO YOUNG FOR LOVE**—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).  
**VOICE OF SILENCE**—Rossana Podesta, Cosetta Greca, Aldo Fabrizi—(Dubbed in English).  
**WAYWARD WIFE**—Gina Lollobrigida—(Dubbed in English).

## Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**BIG CHASE, THE**—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).

**FANGS OF THE WILD**—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).  
**HEAT WAVE**—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).  
**MONSTER FROM THE OCEAN FLOOR**—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).  
**PAID TO KILL**—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).  
**RIVER BEAT**—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).  
**TERROR SHIP**—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).  
**THUNDER PASS**—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).  
**UNHOLY FOUR, THE**—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).  
**WE WANT A CHILD**—D—Ib Schonberg, Ruth Breinholt, Jorgen Efenberg—Sex drama should have interest for restricted or segregated audiences—76m.—see May 5 issue—Leg.: C—(Swedish-made)—(Dubbed in English)—(5324).

### TO BE REVIEWED OR IN PRODUCTION

**AIR STRIKE**—Gloria Jean, Richard Denning.  
**BLACK PEARL, THE**—Wayne Morris, Dorothy Patrick—(Color)—(Made in Hawaii).  
**BLACK PIRATES**—Anthony Dexter, Lon Chaney, Robert Clarke—(AnsoColor)—(Made in El Salvador)—(5407).  
**DEADLY GAME**—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).  
**GLASS TOMB**—John Ireland—(English-made)—(5409).  
**RACE FOR LIFE, A**—Richard Conte, Mari Aldon—(English-made)—(5403).  
**SHOCK**—Brian Donlevy, Margia Dean, Jack Warner—(Made in England).  
**SIEGE, THE**—(Italian-made)—(5323).  
**SILENT RAIDERS**—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.  
**SILVER STAR, THE**—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney.  
**THEY WERE SO YOUNG**—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

## Metro

(1953-54 releases from 401;  
 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BEAU BRUMMELL**—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).  
**BETRAYED**—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).  
**BRIGADOON**—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(AnsoColor)—(CinemaScope)—(502).  
**DR. JEKYLL AND MR. HYDE**—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).  
**FLAME AND THE FLESH**—D—Lana Turner, Pier Angeli, Carlos Thompson—Name draw will have to make the difference—104m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in Italy)—(421)—(1.75-1).  
**GONE WITH THE WIND**—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).  
**HER TWELVE MEN**—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnsoColor)—(Print by Technicolor)—(429)—(1.75-1).  
**JULIUS CAESAR**—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).  
**MEN OF THE FIGHTING LADY**—DOCD—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(AnsoColor)—(Print by Technicolor)—(425)—(1.75-1).  
**ROGUE COP**—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—1.75-1).  
**SEVEN BRIDES FOR SEVEN BROTHERS**—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(AnsoColor)—(CinemaScope)—(426).  
**STUDENT PRINCE, THE**—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(AnsoColor)—(CinemaScope)—(424).  
**TARZAN ESCAPES**—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue—(509).  
**TARZAN THE APE MAN**—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B—(508).

**VALLEY OF THE KINGS**—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).  
**WOMAN'S FACE, A**—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

### TO BE REVIEWED OR IN PRODUCTION

**ATHENA**—Jane Powell, Debbie Reynolds, Vic Damone—(Eastman Color)—(Print by Technicolor)—119m.—(507)—(1.75-1).  
**BAD DAY AT BLACK ROCK**—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color)—(CinemaScope).  
**BOULEVARD IN PARIS**—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).  
**CREST OF THE WAVE**—Gene Kelly, Jeff Richards—(Made in England)—90m.—(511)—(1.75-1).  
**DEEP IN MY HEART**—Jose Ferrer, Merle Oberon, Doe Avedon—(Print by Technicolor)—(512)—(1.75-1)—132m.  
**GLASS SLIPPER, THE**—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).  
**GREEN FIRE**—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).  
**HIT THE DECK**—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).  
**INTERRUPTED MELODY**—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).  
**INVITATION TO THE DANCE**—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).  
**IT'S ALWAYS FAIR WEATHER**—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).  
**JUPITER'S DARLING**—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).  
**LAST TIME I SAW PARIS, THE**—Elizabeth Taylor, Van Johnson, Sonna Reed—(Technicolor)—128m.—(510)—(1.75-1).  
**LOVE ME OR LEAVE ME**—Doris Day, James Cagney—(Technicolor).  
**MANY RIVERS TO CROSS**—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).  
**MARAUDERS, THE**—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).  
**MOONFLEET**—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).  
**PRODIGAL, THE**—Lana Turner, Edmund Purdom, Talia Elg—(Color)—(Print by Technicolor)—(CinemaScope).  
**SCARLET COAT, THE**—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

## Paramount

(1953-54 releases from 5300;  
 1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

**ABOUT MRS. LESLIE**—D—Shirley Booth, Robert Ryan, Marjorie Millar—Star draw should make the difference—104m.—see May 5 issue—Leg.: B—(5321).  
**GREATEST SHOW ON EARTH, THE**—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).  
**LIVING IT UP**—MUC—Dean Martin, Jerry Lewis, Janet Leigh—High rating comedy—95m.—see May 5 issue—(Technicolor)—(5320).  
**REAP THE WILD WIND**—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor)—(R-5403).  
**REAR WINDOW**—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).  
**SABRINA**—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).  
**SECRET OF THE INCAS**—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).  
**THREE RING CIRCUS**—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).  
**WHITE CHRISTMAS**—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(5430)—(PS).

### TO BE REVIEWED OR IN PRODUCTION

**AIR COMMAND**—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).  
**BRIDGES AT TOKO-RU, THE**—William Holden, Fredric March, Grace Kelly, Mickey Rooney—(Technicolor)—(5405)—(PS).  
**CONQUEST OF SPACE**—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).  
**COUNTRY GIRL, THE**—Bing Crosby, William Holden, Grace Kelly—(5409).  
**COURT JESTER, THE**—Danny Kaye, Glynis Johns—(Technicolor)—(VistaVision)—(PS).



**DESPERATE HOURS, THE**—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).

**EDDIE FOY STORY, THE**—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).

**GIRL RUSH, THE**—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).

**LOVE IS A WEAPON**—John Payne, Mary Murphy—(Technicolor)—(VistaVision)—(PS).

**MAMBO**—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).

**LUCY GALLANT**—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

**ROSE TATTOO, THE**—Burt Lancaster, Anna Magnani, Marisa Pavan.

**RUN FOR COVER**—James Cagney, John Derek, Vlveca Lindfors—(Technicolor)—(VistaVision)—(PS).

**TEN COMMANDMENTS, THE**—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

**TO CATCH A THIEF**—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).

**TWO CAPTAINS WEST**—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

**TROUBLE WITH HARRY, THE**—Edmund Gwenn, Shirley Maclaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

**ULYSSES**—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).

**WE'RE NO ANGELS**—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

**YOU'RE NEVER TOO YOUNG**—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

## RKO

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**AFRICA ADVENTURE**—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

**BADMAN'S TERRITORY**—W—Randolph Scott, Ann Richards, George "Gabby" Hayes—Scott name should help reissue—98m.—see May 5 issue—(476).

**EVERY GIRL SHOULD BE MARRIED**—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).

**GUNGA DIN**—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).

**HANS CHRISTIAN ANDERSEN**—DMU—Danny Kaye, Farley Granger, Jeanne Marie—Star value will make the difference in general release—111m.—see Sept. 8 issue—(Technicolor)—(551).

**HANSEL AND GRETEL**—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—70m.—see Oct. 6 issue—(Technicolor).

**LOST PATROL, THE**—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).

**PASSION**—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).

**SHE WORE A YELLOW RIBBON**—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue—(Technicolor)—(572).

**SILVER LODE**—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Print by Technicolor)—(413).

**SINS OF ROME**—MD—Ludmilla Tcherina, Massima Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(414).

**SPANISH MAIN, THE**—MD—Maureen O'Hara, Paul Henreid, Walter Slezak—Reissue has the names to help 100m.—see May 5 issue—(Technicolor)—(475).

**STATION WEST**—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).

**SUSAN SLEPT HERE**—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg.: B—(Technicolor)—(501).

**THING FROM ANOTHER WORLD, THE**—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—80m.—see June 2 issue—(477).

**THIS IS MY LOVE**—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color)—(504).

**WINDOW, THE**—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

### TO BE REVIEWED OR IN PRODUCTION

**AMERICANO, THE**—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor).

**CATTLE QUEEN OF MONTANA**—Barbara Stanwyck, Ronald Reagan—(Technicolor)—(505).

**CONQUEROR, THE**—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).

**ESCAPE TO BURMA**—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

**JET PILOT**—John Wayne, Janet Leigh, J. C. Filppen—119m.—(Technicolor)—(Superscope).

**QUEST FOR THE LOST CITY**—Dana and Ginger Lamb—(Color)—(Made in Guatemala).

**SEVEN BAD MEN**—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).

**SON OF SINBAD**—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

**TARZAN'S HIDDEN JUNGLE**—Gordon Scott, Vera Miles—(507).

**UNDERWATER**—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(Superscope)—(506).

## Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

**JOHNNY GUITAR**—ODMU—Joan Crawford, Sterling Hayden, Mercedes McCambridge—Crawford draw will be the most important factor in the selling—110m.—see May 5 issue—(Trucolor)—(5307).

**LAUGHING ANNE**—MD—Wendell Corey, Margaret Lockwood, Forrest Tucker—Interesting melodrama has the angles—90m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in England)—(5305).

**OUTCAST, THE**—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).

**PHANTOM STALLION**—W—Rex Allen, Slim Pickens, Carla Balenda—Routine series entry—54m.—see Apr. 21 issue—(5331).

**ROOGIE'S BUMP**—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).

**SAVAGE FRONTIER**—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).

**SHANGHAI STORY, THE**—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).

**SHE WOLF, THE**—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—91m.—see Oct. 20 issue—Leg.: B—(Italian-made)—(Dubbed in English).

**TOBOR THE GREAT**—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).

**UNTAMED HEIRESS**—C—Judy Canova, Donald "Red" Barry, George Cleveland—For the lower half—70m.—see May 5 issue—(5325).

### TO BE REVIEWED OR IN PRODUCTION

**ADMIRAL HOSKINS STORY**—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

**ATOMIC KID, THE**—Mickey Rooney, Elaine Davis, Robert Strauss.

**CAROLINA CANNONBALL**—Judy Canova, Ross Elliott, Andy Clyde.

**HELL'S OUTPOST**—Rod Cameron, Joan Leslie, John Russell.

**MAGIC FIRE**—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

**SANTA FE PASSAGE**—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

**TIMBERJACK**—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Trucolor).

**TROUBLE IN THE GLEN**—Margaret Lockwood, Orson Welles, Forrest Tucker—(Trucolor)—(Made in England).

## 20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

**ADVENTURES OF HAJJI BABA, THE**—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by Deluxe)—(CinemaScope)—(424).

**BLACK WIDOW**—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by Deluxe)—(CinemaScope)—(423).

**BROKEN LANCE**—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by Deluxe)—(CinemaScope)—(419).

**CARMEN JONES**—DMU—Dorothy Dandridge, Harry Belafonte, Olga Jones—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by Deluxe)—(CinemaScope)—(422).

**DEMETRIUS AND THE GLADIATORS**—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).

**EGYPTIAN, THE**—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg.: B—(Color by Deluxe)—(CinemaScope)—(420).

**FLIGHT OF THE WHITE HERON**—see Royal Tour of Queen Elizabeth and Philip, The

**GAMBLER FROM NATCHEZ, THE**—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

**GARDEN OF EVIL**—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).

**GORILLA AT LARGE**—MYMD—Cameron Mitchell, Anne Bancroft, Lee J. Cobb—Exploitable programmer—84m.—see May 5 issue—Leg.: B—(Technicolor)—(3-D and 2-D)—(406).

**ORCHESTRA WIVES**—MUCD—Glenn Miller and Orchestra, George Montgomery, Ann Rutherford—Reissue has the names to help—98m.—see May 5 issue—(445).

**PRINCESS OF THE NILE**—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duallers—71m.—see June 16 issue—(Technicolor)—(414).

**RAID, THE**—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

**RIVER OF NO RETURN**—OACD—Robert Mltchum, Marilyn Monroe, Rory Calhoun—Name draw will make the difference—91m.—see May 5 issue—Leg.: B—(Technicolor)—(CinemaScope)—(405).

**ROCKET MAN, THE**—CD—Charles Coburn, Spring Byington, George Winslow—Okeh programmer for the duallers—79m.—see May 5 issue—(412).

**ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE**—(Flight of The White Heron)—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).

**SUN VALLEY SERENADE**—MUC—Sonja Henle, John Payne, Glenn Miller—Reissue has the names and angles—86m.—see May 5 issue—(446).

**THREE COINS IN THE FOUNTAIN**—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Technicolor)—(CinemaScope)—(413).

**WOMAN'S WORLD**—CD—Clifford Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

### TO BE REVIEWED OR IN PRODUCTION

**BLACK 13**—Peter Reynolds, Rona Anderson, Patrick Barr—75m.—(428).

**DESIREE**—Marlon Brando, Jean Simmons, Merle Oberon—(Color by Deluxe)—(CinemaScope)—(425).

**DEVIL'S HARBOR**—Richard Arlen, Greta Gynt, Mary Germaine—71m.—(429).

**LIFE IN THE BALANCE**—A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).

**MAN CALLED PETER**—A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope).

**OTHER WOMAN, THE**—Hugo Haas, Cleo Moore—81m.—(430).

**OUTLAW'S DAUGHTER, THE**—Bill Williams, Kelly Ryan, Jim Davis—(Eastman Color)—(427).

**PRINCE OF PLAYERS**—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).

**RACERS, THE**—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).

**SEVEN YEAR ITCH, THE**—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

**TALL MEN, THE**—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).

**THAT LADY**—Olivia DeHavilland, Gilbert Roland, Francoise Rosay—(Color)—(CinemaScope)—(Made in England).

**THERE'S NO BUSINESS LIKE SHOW BUSINESS**—Ethel Merman, Dan Dailey, Marilyn Monroe, Donald O'Connor, Mitzi Gaynor, Johnnie Ray—(Color by Deluxe)—(CinemaScope)—(426).

**UNTAMED**—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).

**WHITE FEATHER**—Robert Wagner, Debra Paget, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico).

## United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**ADVENTURES OF ROBINSON CRUSOE**—AD—Dan O'Herlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers-Ehrlich)—2-1).

**APACHE**—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).

**BAREFOOT CONTESSA, THE**—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75-1).

**CAPTAIN KIDD AND THE SLAVE GIRL**—MD—Anthony Dexter, Eva Gabor, Alan Hale, Jr.—For the lower half—83m.—see June 2 issue—Leg.: B—(Color)—(Wiseberg-Pollexfen).

**CHALLENGE THE WILD**—DOC—George and Shella Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).

**CHAMPION**—MD—Kirk Douglas, Marilyn Maxwell, Arthur Kennedy—Name strength should help reissue—99m.—(see Apr. 21 issue)—(Kramer).

**CROSSED SWORDS**—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vaszarotti)—(1.75-1).

**DIAMOND WIZARD, THE**—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

**DOWN THREE DARK STREETS**—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

**GOG**—SFMD—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tars)—(1.85-1).



**GOLDEN MISTRESS, THE**—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor)—(Made in Haiti)—(Kay-Rybnick).

**ROBSON'S CHOICE**—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).

**HOME OF THE BRAVE**—D—Douglas Dick, Steve Brodie, Jeff Corey—Reissue may have some appeal on war angles—85m.—see Apr. 21 issue—(Kramer).

**JESSE JAMES' WOMEN**—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75-1).

**KHYBER PATROL**—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

**KIDNAPPERS, THE** (Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank)—(1.66-1).

**LAWLESS RIDER, THE**—W—Johnny Carpenter, Rose Bacon, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West).

**LITTLE KIDNAPPERS, THE**—see Kidnappers, The.

**LONG WAIT, THE**—MYMD—Anthony Quinn, Charles Coburn, Peggie Castle—Interesting meller—93m.—see May 5 issue—Leg.: B—(Saville)—(1.75-1).

**MALTA STORY**—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

**MAN WITH A MILLION**—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

**OPERATION MANHUNT**—MD—Harry Townes, Iria Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV).

**RETURN TO TREASURE ISLAND**—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).

**SHIELD FOR MURDER**—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

**SITTING BULL**—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

**SOUTHWEST PASSAGE**—OD—John Ireland, Joanne Dru, Rod Cameron—Okeh outdoor show—75m.—see Apr. 21 issue—(Pathe Color)—3-D and 2-D—(Small)—(1.66-1).

**STEEL CAGE, THE**—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

**SUDDENLY**—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

**TWIST OF FATE**—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has stor draw to help—89m.—see Nov. 3 issue—(Made in France)—(Setton)—(1.85-1).

**VICTORY AT SEA**—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

**WITNESS TO MURDER**—MD—Barbara Stanwyck, George Sanders, Gary Merrill—Okeh suspense meller has stars to help—81m.—see Apr. 21 issue—(Erskine)—(1.85-1).

**YELLOW TOMAHAWK**—MD—Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—(Color)—(Schenck-Koch)—(1.75-1).

**YOU KNOW WHAT SAILORS ARE**—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

TO BE REVIEWED OR IN PRODUCTION

**BATTLE TAXI**—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).

**BEACHCOMBER, THE**—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(English-made).

**BIG HOUSE, U. S. A.**—Broderick Crawford, Ralph Meeker—(Bel-Air).

**BLACK TUESDAY**—Edward G. Robinson, Jean Parker—(Goldstein).

**FIREBIRD, THE**—Ellen Rasch, International ballet and opera cast—(Lesser)—(Gevacolor).

**GENTLEMEN MARRY BRUNETTES**—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

**GOOD DIE YOUNG, THE**—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).

**KENTUCKIAN, THE**—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

**LILACS IN THE SPRING**—Errol Flynn, Anna Neagle—(Color)—(Wilcox).

**MARTY**—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

**NIGHT OF THE HUNTER, THE**—Robert Mitchum, Shelley Winters—(Gregory).

**NOT AS A STRANGER**—Robert Mitchum, Oivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

**OTHELLO**—Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).

**PURPLE PLAIN, THE**—Gregory Peck, Win Mln Than—(Made in Ceylon)—(Technicolor)—(Bryan).

**RING AROUND SATURN**—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

**ROBBERS ROOST**—George Montgomery, Bruce Bennett—(Eastman Color)—(Goldstein-Jacks).

**ROMEO AND JULIET**—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).

**SNOW CREATURE**—Bul Langton, Leslie Denison, Tery Shimada—(Wilder).

**STAR OF INDIA**—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

**STRANGER ON HORSEBACK**—Joel McCrea, Miroslava—(Color)—(Goldstein).

**SUMMERTIME**—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).

**TIGER AND THE FLAME, THE**—Sobrab M. Modl, Mehtab—(Technicolor)—(Indian-made)—(Modi).

**TOP OF THE WORLD**—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Landmark).

**VERA CRUZ**—Gary Cooper, Burt Lancaster, Denise Darce—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).

**WHITE ORCHID, THE**—William Lundigan, Peggie Castle—(Color)—(Le Borg).

Universal-International

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ALWAYS A BRIDE**—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).

**BENGAL BRIGADE**—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor)—(501).

**BLACK HORSE CANYON**—OD—Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81½m.—see June 2 issue—(Technicolor)—(423)—(2-1).

**BLACK SHIELD OF FALWORTH, THE**—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular-432).

**DAWN AT SOCORRO**—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

**DRUMS ACROSS THE RIVER**—OD—Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).

**EGG AND I, THE**—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).

**FIREMAN, SAVE MY CHILD**—F—Spike Jones and the City Slickers, Buddy Hackett, Hugh O'Brian, Adele Jergens—Zany novelty has laughs and cornball humor—80m.—see May 5 issue—(421)—(1.85-1).

**FOUR GUNS TO THE BORDER**—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

**FRANCIS JOINS THE WACS**—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85-1).

**HIGH AND DRY**—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank)—(486).

**JOHNNY DARK**—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).

**MAGNIFICENT OBSESSION**—ROMD—Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(428)—(2-1).

**NAKED ALIBI**—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).

**PLAYGIRL**—D—Shelly Winters, Barry Sullivan, Colleen Miller—Names should help entertaining programmer—85m.—see Apr. 21 issue—Leg.: B—(420)—(1.85-1).

**RICOCHET ROMANCE**—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(504)—(1.85-1).

**TANGANYIKA**—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

**ABBOTT AND COSTELLO IN THE MUMMY**—Bud Abbott, Lou Costello.

**ABBOTT AND COSTELLO MEET THE KEYSTONE COPS**—Bud Abbott, Lou Costello, Lynn Bari.

**CAPTAIN LIGHTFOOT**—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

**CHIEF CRAZY HORSE**—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

**CULT OF THE COBRA**—Faith Domergue, Richard Long, Marshall Thompson.

**DESTROY**—Audie Murphy, Marl Blanchard, Lori Nelson—(Print by Technicolor).

**FAR COUNTRY, THE**—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).

**FOXFIRE**—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

**JUSTICE COMES TO TOMAHAWK**—Lex Barker, Mara Corday, Stephen McNally—(Color).

**LADY GODIVA OF COVENTRY**—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

**LAND OF FURY**—Jack Hawkins, Glynis Johns—(Eastman Color)—(Made in New Zealand)—(Rank).

**LOOTERS, THE**—Rory Calhoun, Julia Adams, Thomas Gomez.

**MA AND PA KETTLE AT WAIKIKI**—Marjorie Main, Percy Kilbride, Lori Nelson.

**MAN WITHOUT A STAR**—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

**PURPLE MASK, THE**—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

**REVENGE OF THE CREATURE**—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

**SHRIKE, THE**—Jose Ferrer, June Allyson, Kendall Clark.

**SIGN OF THE PAGAN**—Jeff Chandler, Ludmilla Tcherlna, Jack Palance—(Technicolor)—(CinemaScope).

**SIX BRIDGES TO CROSS**—Tony Curtis, Julia Adams, George Nader.

**SMOKE SIGNAL**—Dana Andrews, Piper Laurie—(Print by Technicolor).

**SO THIS IS PARIS**—Tony Curtis, Gene Nelson, Corinne Calvet—(Technicolor)—Leg.: B.

**THIRD GIRL FROM THE RIGHT**—Rory Calhoun, Piper Laurie, Mamie Van Doren—(Technicolor).

**THIS ISLAND EARTH**—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

**TO HELL AND BACK**—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

**WEST OF ZANZIBAR**—Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made in East Africa)—(Rank) (503).

**YELLOW MOUNTAIN, THE**—Lex Barker, Mala Powers—(Print by Technicolor)—(2-1).

Warners

(1953-54 releases from 301;  
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BOUNTY HUNTER, THE**—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

**DIAL M FOR MURDER**—MD—Ray Milland, Grace Kelly, Robert Cummings—High rating—105m.—see May 5 issue—(WarnerColor)—(327)—(1.85-1).

**DRAGNET**—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

**DUEL IN THE JUNGLE**—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

**FORCE OF ARMS**—see Girl for Joe, A

**GIRL FOR JOE, A** (Force of Arms)—ROMD—William Holden, Nancy Olson, Frank Lovejoy—Reissue has the names and angles—100m.—(see May 5 issue)—(325).

**GUY WITH A GRIN, A** (No Time for Comedy)—CD—James Stewart, Rosalind Russell, Genevieve Tobin—Names should help reissue—93m.—see May 5 issue—(326).

**HIGH AND THE MIGHTY, THE**—D—John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).

**KING RICHARD AND THE CRUSADERS**—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

**LUCKY ME**—MU—Doris Day, Robert Cummings, Phil Silvers—Pleasing comedy with music is packed with selling angles—100m.—see Apr. 21 issue—(WarnerColor)—(CinemaScope)—(324).

**NO TIME FOR COMEDY**—see Guy With a Grin, A

**RING OF FEAR**—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

**STAR IS BORN, A**—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—182m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

**THEM**—SFD—James Whitmore, Edmund Gwenn, Joan Weldon—Good science fiction meller—94m.—see Apr. 21 issue—(328)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

**ANIMAL WORLD, THE**—Nature documentary—(WarnerColor).

**BATTLE CRY**—Aldo Ray, James Whitmore, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

**BLOOD ALLEY**—Robert Mitchum, Lauren Bacall.

**DRUM BEAT**—Alan Ladd, Audrey Dalton, Marisa Pavan—(WarnerColor)—(CinemaScope)—111m.—(404).

**EAST OF EDEN**—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

**HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Torin Thatcher—(WarnerColor)—(CinemaScope)—(Made in Italy).

**JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss.

**LAND OF THE PHAROAHS**—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

**MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

**MOBY DICK**—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

**SEA CHASE, THE**—Lana Turner, John Wayne, Tob Hunter—(WarnerColor)—(CinemaScope).



**SILVER CHALICE, THE**—Virgina Mayo, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope).

**STRANGE LADY IN TOWN**—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

**TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Costle—(WarnerColor).

**TARGET ZERO**—Richard Conte, Peggie Castle.

**TRACK OF THE CAT**—Robert Mitchum, Diana Lynn, Tab Hunter, Teresa Wright—(WarnerColor)—(CinemaScope)—102m.—(405).

**YOUNG AT HEART**—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**CHAMPAGNE SAFARI**—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

**CITY STORY**—RD—Warner Anderson, Ann Doran, June Kenney—Suitable for the religious spots—44m.—see May 5 issue—(Bowers).

**DUEL IN THE SUN**—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

**EGYPT BY THREE**—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).

**FORBIDDEN WOMEN**—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

**GARDEN OF EDEN**—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

**HALF WAY TO HELL**—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

**JAMBOREE**—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

**KARAMOJA**—DOC—Interesting Travel Film—Native Karajans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

**KILL HIM FOR ME**—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

**MYSTERY LAKE**—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Anso Color)—(Lansburgh).

**OUR BIBLE—HOW IT CAME TO US**—DOC—For the religious spots—90m.—see May 19 issue—(American Bible Society).

**OUT OF THIS WORLD**—TRAV—Interesting color tour of Tibet—75m.—see May 5 issue—(Made in Tibet)—(Color)—(Kupferman).

**PRIVATE HELL 36**—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmakers).

**SAVAGE WORLD**—TRAV—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).

**UNCONQUERED, THE**—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

**UNCOVER GIRLS**—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

**VANISHING PRAIRIE, THE**—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

**VARIETEASE**—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

**WORLD WITHOUT END**—DOC—Interesting documentary has limited scope—56 1/2m.—see May 19 issue—(Made in Mexico and Siam)—(United Nations).

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ADVENTURE IN ODESSA**—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**ANA-TA-HAN** (Devil's Pitchfork, The)—AD—Akemi Negishi, Suganuma, Sawamura—Import has plenty of exploitation angles—90m.—see May 19 issue—(Japanese-made)—(English narration)—(Arias).

**ANGELIKA**—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

**ANNA CROSS, THE**—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**ASCENT TO HEAVEN**—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

**ATTACK FROM THE SEA**—HISD—I. Pereverzev, G. Yudin, V. Druzhnikov—War film is suitable for the Russian spots—88m.—see May 19 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

**BALLET CONCERT**—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).

**BAREFOOT BATTALION**—D—Maria Costi, Nicos Femas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).

**BRIDE WITH A DOWRY**—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**CAROLINE CHERIE**—CD—Martine Carol, Jacques Dacqmine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).

**CASPIAN STORY**—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian-made)—(Color)—(Artkino).

**CITY OF VIOLENCE**—MD—Maria Montez, Alan Curtis, Massima Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

**CONQUEST OF CONSTANTINOPLE, THE**—HISD—Nobar Terziyan, Edvare Yeretzyan—Dreary historical spectacle—95m.—see May 5 issue—(Turkish-made)—(English titles)—(Dogu).

**CRIMSON FLOWER, THE**—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

**DANCING WITH CRIME**—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

**DAUGHTERS OF DESTINY**—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is Okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

**DESIRES**—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

**DEVIL'S PITCHFORD, THE**—See Ana-Ta-Han

**DIARY OF A COUNTRY PRIEST**—D—Claude Laydu, Nicole Maurey, Andre Guibert—Import should appeal to the art houses—95m.—see Apr. 21 issue—(French-made)—(English titles)—(Brandan).

**DIRTY HANDS**—D—Pierre Brasseur, Daniel Gelin, Monique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).

**DREAMS OF LOVE**—BIDMU—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

**EDGE OF DIVORCE**—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

**FLAMENCO**—MU—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).

**FOUR WAYS OUT**—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

**FRENCH TOUCH, THE**—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

**GOOD BEGINNING, THE**—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

**HALF A CENTURY OF SONGS**—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

**HAPPY CHILDHOOD**—DOC—Soviet propaganda entry has limited appeal—38m.—see May 19 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

**ILLCIT INTERLUDE**—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—(Swedish-made)—(English titles)—(Hakim).

**INSPECTOR GENERAL, THE**—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nosova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**ISN'T LIFE WONDERFUL**—see Uncle Willie's Bicycle Shop.

**IT HAPPENED IN IRELAND**—C—Harry O'Donovan, Paddy More, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Rogers-Unger).

**JOHN WESLEY**—BID—Leonard Sachs, Gerald Lohan, Nell Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

**KETO AND KOTE**—CMU—M. Dzharparidze, V. Kraveshvili, P. Amiranashvili—Mediocre Soviet import—87m.—see Apr. 21 issue—(Russian-made)—(English titles)—(Artkino).

**KHAMISHIA—FIVE TALES FROM ISRAEL**—COMP—Sharona Aron, Shoshana Ravid, Avraham Tene—Competent Israeli import for the art spots—110m.—see May 19 issue—(Israeli-made)—(English dialogue)—(Israel-American).

**KINGDOM ON THE WATERS, A**—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian-made)—(Color)—(English narration)—(Artkino).

**LE PLAISIR**—COMP—Claude Dauphin, Gaby Morlay, Danielle Darrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).

**LOVERS, HAPPY LOVERS**—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

**LOVERS OF TOLEDO, THE**—D—Alida Valli, Pedra Armendariz, Francoise Arnoul—Minor import for the art houses—75m.—see Apr. 21 issue—(French-Italian-made)—(English dialogue)—(Hakim).

**MISTRESS, THE**—D—Vera Pashennaya, Mikhail Zharov, N. Shamin—Soviet import is Okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).

**MOMENT OF TRUTH, THE**—D—Michele Morgan, Jean Gabin, Walter Chiari—Names should help at the art houses—87m.—see May 19 issue—(French-made)—(English titles)—(Arlan).

**MR. HULOT'S HOLIDAY**—C—Jacques Tati, Nathalie Pascaud, Michelle Rolla—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).

**ON THE BANKS OF THE VOLGA**—DOC—Routine documentary for the Russian spots—39m.—see May 5 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

**OPERATION DIPLOMAT**—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

**PARIS INCIDENT**—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

**PICKWICK PAPERS, THE**—CD—James Hayter, James Donald, Kathleen Harrison—Good for the art and class spots—109m.—see May 5 issue—(English-made)—(Mayer-Kingsley).

**QUEEN IN AUSTRALIA, THE**—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferraniacolor)—(Australian-made)—(Australian News and Information Bureau).

**RED INN, THE**—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

**RUNAWAY BUS, THE**—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

**SCOTCH ON THE ROCKS**—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

**SIDE STREET STORY**—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

**SINS OF PARIS**—D—Madeleine Lebeau, Henri Vilbert, Yves Furet—Good import for the art and exploitation houses—91m.—see May 5 issue—(French-made)—(English titles)—(Arlan).

**SKANDERBEG**—HISD—Akaki Khrava, Besa Imani, Adile Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**SPELL OF IRELAND, THE**—TRAV—Okeh for Irish audiences—77m.—see May 19 issue—(Color)—(16mm. only)—(Celtic).

**STARS OF THE RUSSIAN BALLET**—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

**STRATFORD ADVENTURE, THE**—DOC—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

**SUNDERIN (THE STORY OF A SINER)**—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

**UGETSU**—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

**UNCLE WILLIE'S BICYCLE SHOP** (Isn't Life Wonderful)—C—Cecil Parker, Eileen Herlie, Donald Wolfitt—Pleasing English import for the art spots—80m.—see May 5 issue—(Technicolor)—(English-made)—(Stratford).

**WELCOME THE QUEEN**—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).



# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3833, 3834, 3835 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Columbia</b>					
<b>Two Reel COMEDIES</b>					
<b>ALL-STAR (6)</b>					
6411	(Sept. 10)	Oh Say Can You Sue (Clyde)	F	16m.	3622
6412	(Oct. 29)	A-Hunting They Did Go (Quillan-Vernon)	F	16½m.	3656
6413	(Nov. 26)	Down the Hatch (Mimmo)	F	17½m.	3673
6414	(Jan. 7)	Doggie in the Bedroom (Quillan-Vernon)	F	16½m.	3706
6415	(May 13)	Tooting Tooters (Clyde)	F	17m.	3773
6416	(June 17)	Two April Fools (Clyde)	F	16½m.	3798
<b>(1954-56) (6)</b>					
7411	(Sept. 30)	The Fire Chaser (Besser)			
7412	(Dec. 9)	Kids Will Be Kids		16m.	
<b>ASSORTED FAVORITE REPRINTS (6)</b>					
6421	(Sept. 17)	Wife Decoy (Herbert)	F	17m.	3614
6422	(Oct. 22)	Silly Billy (Burke)	F	18m.	3630
6423	(Dec. 17)	Strife of the Party (Vague)	B	16m.	3645
6424	(Feb. 11)	Oh, Baby! (Herbert)	F	18½m.	3699
6425	(Mar. 11)	Two Nuts in a Rut (Schilling-Lane)	F	18m.	3706
6426	(Apr. 29)	She Snoops to Conquer (Vague)	F	17½m.	3730
<b>(1954-55) (6)</b>					
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)			
<b>COMEDY FAVORITE RE-RELEASES (6)</b>					
6431	(Oct. 15)	Half Shot At Sunrise	F	16m.	3630
6432	(Nov. 12)	Meet Mr. Mischief	G	17½m.	3638
6433	(Jan. 14)	Love at First Fright	F	16m.	3682
6434	(Feb. 25)	Get Along Little Hubby	F	19m.	3722
6435	(Mar. 4)	Slappily Married	F	16½m.	3706
6436	(July 8)	Fiddling Around	G	17½m.	3788
<b>(1954-55) (6)</b>					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)			
<b>SERIALS (4)</b>					
6120	(Sept. 17)	The Great Adventures of Captain Kidd	G	15ep.	3615
6140	(Dec. 31)	Jungle Raiders (Reissue)	G	15ep.	3645
6160	(Apr. 15)	Gunfighters of the Northwest	F	15ep.	3739
6180	(July 29)	Batman (Reissue)	G	15ep.	3779
<b>(1954-55) (4)</b>					
7120	(Nov. 11)	Riding With Buffalo Bill			
<b>THE THREE STOOGES (8)</b>					
6401	(Sept. 3)	Rip, Sew and Stitch	F	17m.	3630
6402	(Oct. 8)	Bubble Trouble	F	16½m.	3630
6403	(Dec. 3)	Goof on the Roof	F	16½m.	3673
6404	(Feb. 4)	Income Tax Sappy	F	16½m.	3706
6405	(Mar. 18)	Spooks (2-D)	G	15½m.	3706
6406	(Apr. 15)	Pardon My Backfire (2-D)	E	16m.	3730
6407	(May 13)	Musty Musketeers	F	16m.	3758
6408	(June 3)	Pals and Gals	G	17m.	3773
<b>(1954-55) (8)</b>					
7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier			
7403	(Nov. 4)	Scotched in Scotland			
<b>THE THREE STOOGES (3-D)</b>					
6440	(Aug. 15)	Pardon My Backfire	E	16m.	3614
<b>One Reel CANDID MICROPHONES (5)</b>					
6551	(Sept. 10)	No. 1	F	10m.	3631
6552	(Dec. 10)	No. 2	F	9½m.	3676
6553	(Feb. 18)	No. 3	G	10m.	3723
6554	(Mar. 18)	No. 4	F	10m.	3758
6555	(June 24)	No. 5	G	10m.	3806
<b>(1954-55) (Reissues)</b>					
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2			
<b>COLOR FAVORITES (15) (Technicolor) (Reissues)</b>					
6601	(Sept. 24)	Carnival Courage	F	7m.	3615
6602	(Oct. 8)	Fiesta Time	G	7½m.	3631

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6603	(Nov. 5)	Room and Bored	G	7½m.	3639
6604	(Nov. 26)	A Boy, A Gun And Birds	F	7m.	3639
6605	(Dec. 17)	Skeleton Frolic	F	7m.	3657
6606	(Jan. 7)	Tree For Two	G	7½m.	3683
6607	(Feb. 11)	Way Down Yonder In the Corn	G	7½m.	3683
6608	(Feb. 28)	Dog, Cat, and Canary	F	6m.	3707
6609	(Mar. 31)	The Egg Yegg	F	7½m.	3707
6610	(May 13)	The Way of All Pests	G	7m.	3731
6611	(May 27)	Amoozin But Confoozin	F	8m.	3730
6612	(June 17)	A Cat, a Mouse, and a Bell	G	7m.	3747
6613	(June 24)	The Disillusioned Bluebird	B	7m.	3750
6614	(July 8)	Mr. Moocher	F	7m.	3783
6615	(July 22)	The Herring Murder Mystery	F	7m.	3783
<b>(1954-55) (15)</b>					
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	A Hunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air			
7605	(Dec. 9)	Mysto Fox			
<b>MR. MAGOO (4) (Technicolor)</b>					
6701	(Nov. 19)	Magoo Slept Here	G	7m.	3657
6702	(Mar. 11)	Magoo Goes Skiing	G	7m.	3722
6703	(July 1)	Kangaroo Courting	G	7m.	3798
6704	(Dec. 16)	Destination Magoo			
<b>MR. MAGOO SPECIAL (Technicolor) (CinemaScope)</b>					
(.....)		-When Magoo Flew	E	7m.	3857
<b>(1954-55) (1)</b>					
7999	(Sept. 2)	Autumn in Rome	G	8m.	3843
<b>SCREEN SNAPSHOTS (10) (Series 33)</b>					
6851	(Sept. 17)	Hollywood Stuntmen	G	10½m.	3631
6852	(Oct. 22)	Hollywood Laugh Parade	G	10m.	3657
6853	(Nov. 19)	Men of the West	G	10m.	3676
6854	(Dec. 24)	Hollywood's Great Entertainers	F	10½m.	3707
6855	(Jan. 2)	Memories in Uniform	F	10½m.	3715
6856	(Feb. 25)	Hollywood Stars to Remember	G	10m.	3720
6857	(Mar. 25)	Hollywood Goes to Mexico	F	10½m.	3723
6858	(May 6)	Hula From Hollywood	F	10m.	3758
6859	(June 10)	Hollywood's Invisible Man	F	9m.	3843
6860	(July 15)	Hollywood Grows Up	G	10½m.	3843
<b>(1954-55) (10)</b>					
7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade			
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life			
<b>THRILLS OF MUSIC (6) (Reissues)</b>					
6951	(Sept. 24)	George Towne and Orch.	F	10m.	3616
6952	(Nov. 26)	Boyd Raeburn and Orch.	G	10m.	3639
6953	(Dec. 24)	Claude Thornhill and Orch.	G	10m.	3646
6954	(Feb. 4)	Machito and Orch.	G	10m.	3699
6955	(Apr. 1)	Charlie Barnet and Orch.	G	10½m.	3731
6956	(June 3)	Skitch Henderson and Orch.	G	10m.	3767
<b>(1954-55) (6)</b>					
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys			
<b>TOPNOTCHERS (2)</b>					
6901	(Apr. 15)	Canine Crimebusters	G	10m.	3758
6902	(May 27)	Push Back the Edge	G	10m.	3774
<b>UPA ASSORTED CARTOONS (4) (Technicolor)</b>					
6501	(Jan. 14)	Bringing Up Mother	E	7m.	3707
6502	(Feb. 11)	Ballet-Oop	E	7½m.	3706
6503	(Apr. 8)	The Man on the Flying Trapeze	G	7m.	3758
6504	(June 17)	Fudget's Budget	E	7m.	3773
<b>(1954-55) (4)</b>					
7501	(Sept. 9)	How Now Boing Boing	E	7½m.	3842
<b>UPA CARTOON SPECIAL (2)</b>					
6509	(Sept. 24)	A Unicorn In The Garden	E	7m.	3631
6510	(Dec. 17)	The Tell Tale Heart	E	8m.	3631
<b>WORLD OF SPORTS (10)</b>					
6801	(Sept. 24)	Assault and Mat-tery	F	10m.	3631
6802	(Oct. 15)	Hockey Thrills And Spills	F	9½m.	3657
6803	(Nov. 12)	Snow Speedsters	F	10½m.	3683
6804	(Dec. 17)	Battling Big Fish	F	11m.	3707
6805	(Feb. 18)	Gauchos Down Uruguay Way	G	10m.	3723
6806	(Mar. 25)	Tee Magic	G	10m.	3723
6807	(Apr. 22)	Racquet Wizards	F	9m.	3758

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6808	(May 20)	World Soccer Champions	F	10m.	3774
6809	(June 24)	Diving Cavalcade	F	9m.	3806
6810	(Aug. 12)	Target Tricksters	G	9m.	3844
(1954-55) (10)					
7801	(Sept. 16)	Argentine Athletes			
7802	(Oct. 14)	Hunting Thrills			
7803	(Nov. 11)	Skiing the Andes			
<b>MGM</b>					
One Reel					
<b>CARTOONS (16)</b>					
(Technicolor)					
(T-J-Tom and Jerry)					
W-531	(Sept. 5)	Just Ducky (T-J)	F	7m.	3615
W-532	(Sept. 26)	Half Pint Palomino (BB)	G	7m.	3639
W-533	(Oct. 17)	Two Little Indians (T-J)	G	7m.	3623
W-534	(Nov. 21)	Life With Tom (T-J)	G	8m.	3639
W-535	(Dec. 26)	The Three Little Pups	E	7m.	3646
W-536	(Jan. 23)	Puppy Tale (T-J)	G	7m.	3657
W-537	(Jan. 30)	Posse Cat (T-J)	F	7m.	3691
W-538	(Feb. 20)	Drag-A-Long Droopy	G	8m.	3682
W-539	(Mar. 20)	The Impossible Possum	F	7m.	3707
W-540	(Apr. 17)	Hic-Cup Pup (T-J)	F	6m.	3730
W-541	(May 8)	Billy Boy	E	6m.	3739
W-542	(May 29)	Little School Mouse (T-J)	F	7m.	3750
W-543	(June 19)	Sleepytime Squirrel	F	7m.	3798
W-544	(July 10)	Homesteader Droopy	G	7m.	3758
W-545	(July 31)	Bird-Brain Bird Dog	F	7m.	3798
W-546	(Aug. 14)	Baby Butch (T-J)	F	7m.	3798
(1954-55) (16)					
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus	G	7m.	3842
W-639	(Nov. 13)	Downhearted Duckling			
W-640	(Dec. 4)	Dixieland Droopy			
<b>CINEMASCOPE MUSICAL GEMS (5)</b>					
(Technicolor)					
K-571	(Jan. 15)	Overture to the Merry Wives of Windsor	G	8½m.	3673
K-572	(Mar. 19)	Poet and Peasant	G	9m.	3715
K-573	(June 25)	The Jubilee Overture	E	9½m.	3767
K-574	(Sept. 1)	The Thieving Magpie	G	9m.	3806
K-575	(Nov. 22)	The Strauss Fantasy	G	9m.	3831
<b>FITZPATRICK TRAVELTALKS (8)</b>					
(Technicolor)					
T-511	(Oct. 17)	Seeing Spain	G	8m.	3640
T-512	(Nov. 28)	In The Valley Of The Rhine	G	9m.	3667
T-513	(Dec. 26)	Looking at Lisbon	F	9m.	3683
T-514	(Feb. 13)	Glimpses of Western Germany	F	9m.	3715
(1954-55) (6)					
(Reissues)					
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 26)	Glacier Park and Waterton Lakes	G	9m.	3866
(.....)		Mexican Police on Parade			
(.....)		Mighty Niagara			
<b>GOLD MEDAL REPRINT CARTOONS (8)</b>					
W-561	(Oct. 3)	Swing Shift Cinderella	G	8m.	3616
W-562	(Nov. 7)	Springtime for Thomas (T-J)	G	8m.	3622
W-563	(Dec. 5)	The Bear That Couldn't Sleep	G	9m.	3631
W-564	(Dec. 19)	Northwest Hounded Police	G	8m.	3666
W-565	(Jan. 9)	Milky Waif (T-J)	G	7m.	3646
W-566	(Feb. 6)	Uncle Tom's Cabana	G	8m.	3683
W-567	(Mar. 6)	Trap Happy (T-J)	G	7m.	3699
W-568	(Apr. 3)	Solid Serenade (T-J)	F	7m.	3707
(1954-55) (8)					
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	7m.	3842
(.....)		Cat Concerto (T-J)			
<b>MUSICAL SPECIAL (1)</b>					
		Capriccio Italian	G	10m.	3543
<b>PETE SMITH SPECIALTIES (10)</b>					
S-551	(Sept. 12)	It Would Serve 'Em Right	G	10m.	3623
S-552	(Oct. 10)	This Is A Living?	G	9m.	3623
S-553	(Nov. 7)	Landlording It	G	9m.	3623
S-554	(Dec. 5)	Things We Can Do Without	G	9m.	3639
S-555	(Jan. 2)	Film Antics	G	8m.	3623
S-556	(Feb. 6)	Ain't It Aggravatin'	G	8m.	3657
S-557	(Mar. 13)	Fish Tales (Technicolor)	G	8m.	3715
S-558	(Apr. 10)	Do Someone a Favor	F	8½m.	3707
S-559	(May 8)	Out For Fun	G	10m.	3715
S-560	(June 12)	Safe At Home	G	8m.	3799
(1954-55) (10)					
		The Camera Caught It	F	9m.	3843
		Keep Young	F	9m.	3866
		Sports Trix			
		The Man Around the House			
		Rough Riding (Tech.)			



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<b>Paramount</b>					
<b>CARTOON CHAMPIONS (6)</b> (Technicolor) (Reissues)					
S14-1 (Oct. 1)	1	We're In The Honey	G	8m. 3843	
S14-2 (Oct. 1)	1	Butterscotch and Sada	G	7m. 3842	
S14-3 (Oct. 1)	1	Sudden Fried Chicken	F	7m. 3843	
S14-4 (Oct. 1)	1	The Friendly Ghost	G	7 1/2m. 3842	
S14-5 (Oct. 1)	1	The Bored Cuckoo	G	8m. 3842	
S14-6 (Oct. 1)	1	Santa's Surprise	G	9m. 3842	
<b>CASPER CARTOONS (6)</b> (Technicolor)					
B14-1 (Oct. 15)		Boos and Arrows	G	6m. 3857	
B14-2 (Dec. 3)		Boo Ribbon, Winner			
<b>GRANTLAND RICE SPORTLIGHTS (12)</b>					
R14-1 (Oct. 1)	1	Twln Rlding Champs	G	10m. 3857	
R14-2 (Oct. 22)		Hat and Cald Glides, Slides and Rides	G	10m. 3857	
R14-3 (Nov. 5)		Where Everybody Rides			
<b>HEADLINER CHAMPIONS (6)</b> (Reissues)					
A14-1 (Oct. 1)	1	Speaking Of Animals and Their amilies	E	9m. 3843	
A14-2 (Oct. 1)	1	Speaking of Animals In a Musical Way	E	9m. 3843	
A14-3 (Oct. 1)	1	Stork Crazy	G	10m. 3843	
A14-4 (Oct. 1)	1	The Lonesome Stranger	E	10m. 3843	
A14-5 (Oct. 1)	1	Calling All Animals	F	10m. 3843	
A14-6 (Oct. 1)	1	Video Hounds	G	10m. 3843	
<b>HERMAN AND CATNIP CARTOONS (4)</b> (Technicolor)					
H14-1 (Nov. 26)		Rail-Rodents			
<b>NOVELTOONS (6)</b> (Technicolor)					
P14-1 (Oct. 29)		Fido Beta Kappa	G	6m. 3857	
<b>PACEMAKERS (6)</b>					
K14-1 (Oct. 2)	2	Drilling For Girls In Texas	G	9m. 3857	
<b>POPEYE CARTOONS (8)</b> (Technicolor)					
E14-1 (Nov. 12)		Prlvate Eye Popeye			
E14-2 (Dec. 10)		Gopher Spinach			
<b>TOPPERS (6)</b>					
M14-1 (Nov. 19)		The Nerve of Some People			
<b>RKO</b>					
<b>Three Reel</b>					
<b>WALT DISNEY REISSUE (1)</b>					
43601 (Feb. 19)		Pecos Bill	G	25m. 3682	
<b>Two Reel</b>					
<b>EDGAR KENNEDY REISSUES (6)</b>					
43501 (Aug. 7)		Unlucky Dog	G	15m. 3614	
43502 (Aug. 21)		Trauble Or Nathing	F	18m. 3614	
43503 (Sept. 4)		Wall Street Blues	F	17m. 3614	
43504 (Sept. 18)		Motor Maniacs	F	18m. 3614	
43505 (Oct. 2)		Da Or Diet	F	18m. 3614	
43506 (Oct. 16)		Heading For Trouble	G	18m. 3614	
<b>(1954-55) (6)</b>					
53501 (Oct. 8)		Host To a Ghost	B	17m. 3841	
53502 (Oct. 22)		Noisy Neighbors	F	17m. 3841	
53503 (Nov. 5)		The Big Beef	F	17m. 3841	
53504 (Nov. 19)		Mind Over Mouse	F	17m. 3865	
53505 (Dec. 3)		Brother Knows Best	F	17m. 3865	
53506 (Dec. 17)		Home Canning			
<b>LEON ERROL REISSUES (6)</b>					
43701 (July 31)		Gem Jams	F	18m. 3614	
43702 (Aug. 14)		He Forgot To Remember	F	17m. 3614	
43703 (Aug. 28)		Birthday Blues	F	17m. 3614	
43704 (Sept. 11)		Let's Go Stepping	G	17m. 3614	
43705 (Sept. 25)		It Shouldn't Happen To A Dog	G	18m. 3614	
43706 (Oct. 9)		Maid Trouble	G	18m. 3614	
<b>(1954-55) (6)</b>					
53701 (Oct. 1)		Oh Professor Behave	F	18m. 3841	
53702 (Oct. 15)		When Wifie's Away	F	20m. 3841	
53703 (Oct. 29)		Cutie On Duty	G	17m. 3841	
53704 (Nov. 12)		Twin Husbands	F	18m. 3865	
53705 (Nov. 26)		I'll Take Milk	G	18m. 3865	
53706 (Dec. 10)		Fallow That Blonde			
<b>RAY WHITLEY REISSUES (2)</b>					
43401 (Aug. 21)		A Western Welcome	G	18m. 3615	
43402 (Sept. 18)		Rhythm Wranglers	F	19m. 3615	
<b>(1954-55) (2)</b>					
53401 (Oct. 22)		Sagebrush Serenade	F	19m. 3842	
53402 (Nov. 19)		Redskins and Redheads	G	18m. 3842	
<b>SPECIALS (4)</b>					
43101 (Oct. 2)		Shark Killers	G	15m. 3603	
43102 (Oct. 30)		This Is Little League	G	15m. 3666	
43103 (Dec. 18)		The Magic Streetcar	F	20m. 3682	
43104 (Mar. 26)		Taming the Crippler	E	16m. 3766	
<b>(1954-55) (8)</b>					
53101 (Oct. 8)		The Iron Fence	G	19m. 3857	
53102 (Nov. 12)		Circus Trainer		17m.	

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SPORT SPECIALS (2)					
43901	(Dec. 11)	Football Headliners .....	G	15m. 3706	
43801	(Apr. 16)	Basketball Headliners .....	F	15m. 3747	
(1954-55) (2)					
53901	(Dec. 10)	Football Highlights .....			
53801	(Apr. 15)	Basketball Highlights .....			
COLOR SPECIALS (1)					
43001	(Aug. 14)	Holiday Island (Pathecolor) .....	G	15m. 3584	
TRUE-LIFE ADVENTURES (2) (Technicolor)					
43301	(Aug. 14)	Prowlers Of The Everglades .....	G	32m. 3602	
MY PAL REISSUES (2)					
43201	(Aug. 7)	My Pal .....	G	22m. 3615	
43202	(Sept. 4)	Pal's Adventure .....	F	20m. 3615	
(1954-55) (2)					
53201	(Oct. 8)	I Found A Dog .....	F	21m. 3842	
53202	(Nov. 5)	Pal's Return .....	F	20m. 3842	
One Reel SCREENLINERS (13)					
44201	(Sept. 18)	Running The Red Blockade .....	G	8m. 3639	
44202	(Oct. 16)	Herring Hunt .....	G	10m. 3646	
44203	(Nov. 13)	Laughs of Yesterday .....	G	8m. 3666	
44204	(Dec. 11)	Ocean to Ocean .....	G	8m. 3683	
44205	(Jan. 8)	Report on Kashmir .....	G	10m. 3707	
44206	(Feb. 5)	Fire Fighters .....	G	8m. 3715	
44207	(Mar. 5)	Golden Gate .....	G	8m. 3758	
44208	(Apr. 2)	Mission Ship .....	G	11m. 3758	
44209	(Apr. 30)	Black Power .....	G	9m. 3767	
44210	(May 28)	Untroubled Border .....	G	8m. 3774	
44211	(June 25)	Long Time No See .....	G	8m. 3806	
44212	(July 23)	Riding The Wind .....	G	8m. 3812	
44213	(Aug. 20)	The Big Port .....	G	8m. 3831	
(1954-55) (13)					
54201	(Sept. 17)	House Of Knowledge ....	F	8m. 3857	
54202	(Oct. 15)	Alpine Fortress .....	G	8m. 3857	
54203	(Nov. 12)	Just Pets .....			
SPORTSCOPE (13)					
44301	(Sept. 4)	Ben Hogan .....	G	8m. 3616	
44302	(Oct. 2)	Bat Boy .....	G	8m. 3603	
44303	(Oct. 30)	Best In Show .....	G	8m. 3640	
44304	(Nov. 27)	Wild Blds Winging .....	F	8m. 3667	
44305	(Dec. 25)	Summer Schussboomers ..	F	8m. 3683	
44306	(Jan. 22)	Railbird's Album .....	G	8m. 3707	
44307	(Feb. 19)	Golfing With Demaret .....	G	8m. 3715	
44308	(Mar. 19)	Dog Scents .....	G	8m. 3767	
44309	(Apr. 16)	International Road Race ..	G	8m. 3774	
44310	(May 14)	Leather and Lather .....	G	8m. 3774	
44311	(June 11)	Desert Anglers .....	G	8m. 3774	
44312	(July 9)	Hot Rod Galahads .....	F	8m. 3806	
44313	(Aug. 8)	Water Skl Marathon .....	G	8m. 3812	
(1954-55) (13)					
54301	(Sept. 3)	Alaskan Trout .....	F	8m. 3844	
54302	(Oct. 1)	British Empire Games ....	G	8m. 3857	
54303	(Oct. 29)	Willie Mays .....			
54304	(Nov. 26)	Canadian Stampede .....			
54305	(Dec. 24)	Game Warden .....			
54306	(Jan. 21)	Alley Time .....			
3-D COLOR SPECIAL					
44401	(Sept. 18)	Motor Rhythm .....	G	8m. 3623	
44901	(Nov. 13)	Working for Peanuts .....	G	7m. 3639	
COLOR SPECIAL					
44501	(Sept. 18)	Motor Rhythm .....	G	8m. 3623	
WALT DISNEY CARTOONS (12) (Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figara; S—Special)					
44101	(Oct. 2)	Football (Now and Then) ..	F	7m. 3639	
44102	(Oct. 23)	Rugged Bear (D) .....	F	6m. 3616	
44103	(Nov. 13)	Working For Peanuts (2-D) (C) .....	G	7m. 3639	
44104	(Dec. 4)	Haw To Sleep (G) .....	F	7m. 3666	
44105	(Dec. 25)	Canvasback Duck (D) ....	G	7m. 3666	
44106	(Jan. 15)	Spare The Rod (D) .....	G	7m. 3683	
44107	(Mar. 5)	Donald's Diary (D) .....	F	1m. 3758	
44108	(Apr. 7)	The Lone Chipmunks (C) ..	G	7m. 3766	
44109	(May 21)	Pigs Is Pigs .....	E	10m. 3774	
44110	(June 18)	Casey Bats Again .....	G	8m. 3773	
44111	(July 16)	Dragon Aaround (D) .....	F	7m. 3773	
44112	(Aug. 13)	Grin And Bear It (D) .....	G	7m. 3798	
(1954-55) (18)					
54101	(Oct. 15)	Social Lion .....	G	7m. 3857	
54102	(Nov. 12)	Flying Squirrel (D) .....			
WALT DISNEY MARQUEE MUSICALS (6) (Technicolor)					
44001	(Apr. 23)	Twa for the Record (Benny Goodman) .....	E	8m. 3758	
44002	(May 21)	Johnny Fedora and Alice Blue Bonnet (Andrews Sisters) .....	E	8m. 3758	
44003	(June 18)	The Martins and the Cays (King's Men) .....	G	8m. 3774	
44004	(July 16)	Casey at the Bat (Jerry Colonna) .....	G	9m. 3798	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
44005 (Aug. 13)		Little Toot (Andrews Sisters)	G	9m. 3812	
44006 (Sept. 17)		Once Upon a Wintertime (Frances Langford)	G	9m. 3811	
<b>MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6)</b> (Technicolor)					
44801 (Aug. 14)		Mickey's Birthday Party	G	8m. 3615	
44802 (Aug. 21)		The Pointer	E	8m. 3615	
44803 (Aug. 28)		Tiger Trouble	G	7m. 3616	
44804 (Sept. 4)		The Nifty Nineties	E	7m. 3615	
44805 (Sept. 11)		Mr. Mouse Takes A Trip	G	8m. 3615	
44806 (Sept. 18)		The Whalers	E	8m. 3616	
<b>ADVENTURES IN MUSIC CARTOONS</b> (Technicolor)					
44601 (June 12)		Melody (3-D)	E	10m. 3542	
44701 (June 12)		Melody (2-D)	E	10m. 3542	
<b>Republic</b>					
<b>SERIALS (4)</b>					
5481 (July 19)		Man With the Steel Whip	F	12ep. 3811	
5482 (Oct. 11)		Ghost Riders of the West (Reissue)	G	12ep. 3848	
<b>One Reel</b>					
<b>THIS WORLD OF OURS (6)</b> (Trucolor)					
5385 (Aug. 1)		Ireland		9m.	
<b>20th Century-Fox</b>					
<b>CINEMASCOPE SPECIALS</b> (Color)					
7401 (Nov. )		The Coronation Parade	G	7 1/2m. 3667	
7402 (Jan. )		Dancers of the Deep	G	6m. 3683	
7403 (Dec. )		Vesuvius Express	G	15m. 3676	
7404 (Dec. )		Finale from Tchaikowsky's Symphony Number Four	G	6m. 3673	
7405 (Feb. )		Polovetzian Dances From Prince Igor	E	8m. 3683	
7406 (Feb. )		Tournament of Roses	E	18m. 3699	
7407 (Mar. )		The New Venezuela	E	10m. 3723	
7408 (Mar. )		Haydn's Farewell Symphony	E	9m. 3722	
7409 (Aug. )		Jet Carrier	G	17m. 3811	
7410 (May )		The First Piano Quartette	G	10m. 3758	
7411 (May )		Motion Picture Stunt Pilot	G	17m. 3773	
7412 (June )		Stephen Foster Medley			
7413 (June )		Valley Of The Nile			
7414 ( )		Miracle of Stereophonic Sound, The	G	11m.	
7415 (Apr. )		Roger Wagner Chorale	E	8m. 3739	
7416 (Apr. )		New Harizons	G	10m. 3731	
7417 (May )		Land of Legend	G	9m. 3758	



Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>TERRYTOON TOPPER REISSUES (10)</b>					
5403	(Jan. )	The Helicopter .....	F	7m. 3683	
5406	(Feb. )	Much Ado About Nothing .....	G	7m. 3683	
5409	(Mar. )	The Frog and the Princess .....	F	7m. 3682	
5412	(Apr. )	Mighty Mouse in the Wreck of the Hesperus .....	F	6 1/2m. 3722	
5415	(May )	Gandy Goose in Ghost Town .....	F	6 1/2m. 3750	
5417	(June )	A Day in June .....	F	7m. 3788	
5419	(July )	Gandy Goose in Fisherman's Luck .....	G	7m. 3788	
5421	(Aug. )	Ants in Your Pantry .....	F	7m. 3788	
5423	(Oct. )	A Wicky Wacky Romance .....	F	7m. 3788	
5425	(Dec. )	A Torrid Toreador .....	F	7m. 3788	

**United Artists****SPORTS SPECIAL**

Marciano-Charles Fight...G 21m. 3848

**Universal-International****Two Reel****MUSICAL FEATURETTES (13)**

9301	(Nov. 12)	Carnival in April .....	F	18m. 3691	
9302	(Dec. 24)	David Rose and Orch. ....	F	15 1/2m. 3682	
9303	(Jan. 22)	Hawaiian Nights .....	F	17m. 3682	
9304	(Feb. 26)	Jimmy Wakely's Jamboree .....	G	15 1/2m. 3713	
9305	(Apr. 23)	Rhythm and Rhyme .....	F	15m. 3730	
9306	(May 28)	The Four Aces Sing .....	G	15m. 3766	
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Corral Cuties .....	G	15m. 3773	
9308	(July 26)	Birth of a Band .....	F	15m. 3798	
9309	(Aug. 16)	College Capers .....	G	16m. 3805	
9310	(Oct. 11)	Going Strong .....	G	14m. 3848	
9311	(Oct. 25)	Leave It To Horry .....			

**3-D MUSICAL FEATURETTES (1)**

9101	(Nov. 12)	Carnival in April .....	F	18m. 3691	
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**SPECIALS (3)****(Color)**

9201	(Feb. 14)	Perils of the Forest .....	G	17m. 3706	
9202	(June 13)	The Hottest 500 .....	G	16m. 3766	

**One Reel****COLOR PARADES (8)**

9381	(Feb. 8)	Go South Amigos .....	G	9m. 3683	
9382	(Mar. 1)	Royal Mid-Ocean Visit .....	F	10m. 3707	
9383	(Apr. 12)	Rolling in Style .....	G	9 1/2m. 3767	
9384	(May 10)	Fair Today .....	F	9 1/2m. 3806	
9385	(June 14)	Talent Scout .....	G	9m. 3767	
9386	(July 19)	Star Studded Ride .....	F	9m. 3806	
9387	(Sept. 20)	Bonus Land .....	F	9m. 3849	
9388	(Oct. 25)	Holiday Ahead .....			

**VARIETY VIEWS (8)**

9341	(Nov. 16)	Byways To Broadway .....	G	9m. 3631	
9342	(Jan. 4)	Bow River Valley .....	G	9m. 3683	
9343	(Feb. 22)	Brooklyn Goes to Chicago .....	G	9 1/2m. 3683	
9344	(Apr. 12)	Moving Thru Space .....	G	9m. 3758	
9345	(July 26)	Stallions on Parade .....	G	9 1/2m. 3806	
9346	(Aug. 30)	Brooklyn Goes to Philadelphia .....	F	9m. 3849	
9347	(Sept. 27)	Dear Myrtle .....			
9348	(Oct. 25)	Port Of Merchants .....			

**WALTER LANTZ CARTUNES (13)****(Technicolor)**

9321	(Dec. 21)	Chilly Willy .....	F	6m. 3682	
9322	(Jan. 18)	Socko in Morocco .....	G	6m. 3691	
9323	(Feb. 15)	A Horse's Tole .....	G	6m. 3707	
9324	(Mar. 15)	Alley In Bali .....	F	6m. 3730	
9325	(May 10)	Under the Counter Spy .....	G	6m. 3767	
9326	(Apr. 12)	Dig That Dog .....	F	6m. 3730	
9327	(June 7)	Hay Rube .....	F	6m. 3774	
9328	(July 5)	Hot Rod Hucksters .....	F	6m. 3798	
9329	(Aug. 2)	Broodway Bow Wows .....	F	6m. 3805	
9330	(Aug. 30)	Pig in a Pickle .....	F	6m. 3805	
9331	(Sept. 20)	Real Gone Woody .....	F	6m. 3849	
9332	(Oct. 11)	Fine Feathered Frenzy .....	F	6m. 3849	
9333	(Oct. 25)	Convict Concerto .....	F	6m. 3849	

**WOODY WOODPECKER REISSUES (6)****(Technicolor)**

9351	(Feb. 22)	Smoked Hams .....	G	6m. 3707	
9353	(Mar. 29)	Coo Coo Birds .....	F	6m. 3766	
9353	(Apr. 26)	Well Oiled .....	B	7m. 3774	
9354	(May 30)	Overture to Wm. Tell .....	F	6m. 3774	
9355	(June 28)	Solid Ivory .....	G	7m. 3774	
9356	(July 26)	Woody the Giant Killer .....	F	7m. 3774	

**Warners****Three Reel****SPECIAL**

(Oct. ) Black Fury (WarnerColor) E 32m. 3622

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Two Reel</b>					
<b>VISTARAMA SPECIALS (WarnerColor)</b>					
(.....)		Valley of the Sun .....	F	17m. 3788	
<b>SPECIALS (12) (Technicolor)</b>					
1001	(Sept. 12)	Gone Fishin' .....	F	17m. 3603	
1002	(Oct. 10)	Romance Of Louisiana (Reissue) .....	G	20m. 3622	
1003	(Nov. 7)	North of the Sahara .....	F	17m. 3646	
1004	(Dec. 5)	Don't Forget to Write .....	F	17m. 3666	
1005	(Jan. 9)	Winter Paradise .....	G	17m. 3682	
1006	(Feb. 6)	Hold Your Horses .....	G	17m. 3706	
1007	(Mar. 6)	Monroe Doctrine (Reissue) .....	E	22m. 3713	
1008	(Apr. 10)	Continental Holiday .....	G	20m. 3757	
1009	(May 15)	Declaration of Independence (reissue) .....	E	18m. 3757	
1010	(July 17)	Silver Lightning .....	F	16m. 3798	
1011	(June 12)	Frontier Days .....	G	17m. 3766	
1012	(Aug. 21)	Who's Who in the Zoo .....	G	17m. 3811	

**(1954-55) (12)**

2001	(Sept. 11)	Gay Parisian .....	E	20m. 3841	
2002	(Oct. )	In Fourteen Hundred Ninety-Two (WarnerColor) .....	G	17m. 3865	
2003	(Nov. 6)	Mariners Ahoy .....			

**CLASSICS OF THE SCREEN (6)**

1101	(Sept. 26)	Minstrel Days .....	G	20m. 3601	
1102	(Jan. 23)	They Were Champions .....	E	20m. 3715	
1103	(Nov. 21)	Spills For Thrills .....	E	18m. 3656	
1104	(Apr. 3)	This Wonderful World .....	E	20m. 3758	
1105	(May 29)	California Junior Symphony .....	G	16m. 3747	
1106	(July 31)	This Was Yesterday .....	E	20m. 3811	

**(1954-55) (6)**

2101	(Sept. 25)	Wells Fargo Days .....	F	20m. 3842	
2102	(Nov. 20)	Camera Hunting .....			

**One Reel****BLUE RIBBON HIT PARADES (13)****(Reissues)****(Technicolor)**

1301	(Sept. 12)	Old Glory .....	G	7m. 3606	
1302	(Oct. 17)	Walky, Talky, Hawky .....	G	7m. 3606	
1303	(Nov. 7)	Birth of a Notion .....	F	7m. 3639	
1304	(Nov. 28)	Eager Beaver .....	F	7m. 3639	
1305	(Dec. 26)	Scent-imental Over You .....	G	7m. 3639	
1306	(Feb. 6)	Of Fox And Hounds .....	E	7m. 3666	
1307	(Feb. 27)	Roughly Squeaking .....	F	7m. 3666	
1308	(Mar. 27)	Hobo Bobo .....	E	8m. 3699	
1309	(Apr. 24)	Gay Anties .....	F	7m. 3722	
1310	(June 5)	The Cat Come Back .....	G	7m. 3747	
1311	(July 10)	One Meat Brawl .....	F	7m. 3766	
1312	(July 24)	Along Came Daffy .....	F	7m. 3783	
1313	(Aug. 14)	Mouse Menace .....	G	7m. 3788	

**(1954-55) (13)**

2301	(Sept. 11)	Rhapsody In Rivets .....	E	7m. 3842	
2302	(Oct. 16)	Inki At The Circus .....	F	7m. 3842	
2303	(Nov. 6)	Foxy Duckling .....			
2304	(Nov. 27)	The Shell-Shocked Egg .....			

**BUGS BUNNY SPECIALS (8)****(Technicolor)**

1723	(Oct. 3)	Duck, Rabbit, Duck .....	F	7m. 3615	
1724	(Dec. 12)	Robot Rabbit .....	F	7m. 3639	
1725	(Jan. 16)	Captain Hareblower .....	F	7m. 3666	
1726	(Mar. 13)	Bugs and Thugs .....	G	7m. 3747	
1727	(May 1)	No Parking Hare .....	F	6 1/2m. 3739	
1728	(July 24)	Bewitched Bunny .....	F	7m. 3812	
1729	(June 19)	Devil May Hare .....	F	7m. 3798	
1730	(Aug. 28)	Yonkee Doodle Bugs .....	G	7m. 3843	

**(3-D)**

1740	(.....)	Lumber Jack-Rabbit .....	F	7m. 3622	
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**(1954-55) (8)**

2723	(Nov. 13)	Lumber Jack-Rabbit .....	F	7m.	
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**CINEMASCOPE SPECIALS****(WarnerColor)**

(.....)		Coney Island Holiday .....	G	8m. 3739	
(.....)		Below the Rio Grande .....	G	10m. 3774	

**COLOR SPECIALS**

Aloha Nui (Vistoromo) .....	E	12m. 3624			
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**JOE McDOAKES COMEDIES (6)**

1401	(Oct. 31)	So You Think You Can't Sleep .....	F	10m. 3639	
1402	(Dec. 19)	So You Want To Be An Heir .....	F	10m. 3657	
1403	(Jan. 30)	So You're Having Neighbor Trouble .....	F	11m. 3699	
1404	(Mar. 13)	So You Want to Be Your Own Boss .....	F	8 1/2m. 3707	
1405	(May 1)	So You Want to Go to o Night Club .....	F	10m. 3758	
1406	(July 3)	So You Want to Be o Bonker .....	F	10m. 3798	

**(1954-55) (6)**

2401	(Oct. 30)	So You're Toking In A Roomer .....	F	10m. 3866	
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Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>MELODY MASTER BANDS REISSUES (6)</b>					
1801	(Oct. 3)	Desl Arnaz and Bond .....	F	10m. 3693	
1802	(Nov. 14)	Hol Kemp and Orch. ....	E	10m. 3639	
1803	(Jan. 2)	Rhythm of the Rhumba .....	G	9m. 3666	
1804	(Feb. 27)	Songs of the Range .....	F	9m. 3699	
1805	(Apr. 17)	Jammin' the Blues .....	E	10m. 3751	
1806	(July 3)	Cavalcade of Dance .....	E	10m. 3767	

**(1954-55) (6)**

2801	(Sept. 4)	Melody Of Youth .....	G	10m. 3843	
2802	(Oct. 23)	Skinnoy Ennis and Orch. .....	E	10m. 3843	

**MERRIE MELODIES (22)****(Technicolor)**

1701	(Sept. 5)	A Street Cat Named Sylvester .....	E	6 1/2m. 3603	
1702	(Sept. 19)	Zippering Along .....	F	7m. 3623	
1703	(Oct. 17)	Easy Peckin's .....	F	7m. 3631	
1704	(Oct. 31)	Catty Cornered .....	G	7m. 3646	
1705	(Nov. 14)	Of Rice And Hen .....	G	7m. 3646	
1706	(Nov. 28)	Cats A-Weigh .....	F	7m. 3646	
1707	(Dec. 19)	Punch Trunk .....	G	7m. 3673	
1708	(Jan. 2)	Dog Pounded .....	F	7m. 3699	
1709	(Jan. 30)	I Gopher You .....	G	7m. 3699	
1710	(Feb. 13)	Feline Frame-Up .....	G	6 1/2m. 3699	
1711	(Feb. 20)	Wild Wife .....	F	6 1/2m. 3699	
1712	(Feb. 27)	No Barking .....	F	7m. 3691	
1713	(Mar. 27)	Design for Leaving .....	G	7m. 3750	
1714	(Mar. 20)	The Cats Boh .....	G	7m. 3758	
1715	(Apr. 17)	Bell-Hoppy .....	G	6 1/2m. 3739	
1716	(May 8)	Dr. Jerkyl's Hide .....	F	7m. 3773	
1717	(May 22)	Claws For Alarm .....	F	7m. 3773	
1718	(June 5)	Little Boy Boa .....	G	7m. 3798	
1719	(June 26)	Muzzle Tough .....	F	7m. 3812	
1720	(July 10)	The Oily American .....	F	7m. 3812	
1721	(Aug. 7)	Satan's Waitin' .....	G	7m. 3843	
1722	(Aug. 14)	Stop, Look and Hasten .....	F	7m. 3843	

**(1954-55) (22)**

2701	(Sept. 4)	Gone Batty .....	G	7m. 3842	
2702	(Sept. 18)	Goo Goo Goliath .....	G	7m. 3866	
2703	(Oct. 2)	By Word Of Mouse .....	F	7m. 3866	
2704	(Oct. 16)	From A To Z-Z-Z .....			
2705	(Oct. 30)	Quack Shot .....			
2706	(Nov. 27)	My Little Duckaroo .....			

**THE SPORTS PARADE (10)****(Technicolor)**

1501	(Sept. 19)	Royal Maunties .....	G	10m. 3631
1502	(Oct. 24)	Sea Sports Of Tohiti .....	G	10m. 3631
1503	(Jan. 16)	Born To Ski .....	G	10m. 3683
1504	(Dec. 12)	Arabians in the Rockies (Reissue) .....	G	10m. 3667
1505	(Feb. 20)	When Fish Fight .....	G	8 1/2m. 3699
1506	(Mar. 20)	Heart of a Champion .....	G	10m. 3751
1507	(Apr. 24)	Carnival in Rio .....	F	10m. 3758
1508	(June 26)	Off to the Races .....	F	10m. 3774
1509	(Aug. 7)	G. I. Holiday .....	G	10m. 3812
1510	(May 22)	Hunting Dogs of Work .....	F	10m. 3774



ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>	<b>OCTOBER</b>
The Human Jungle G. Merrill, J. Sterling	On The Waterfront M. Brando, K. Malden, E. M. Saint	Deadly Game L. Bridges, F. Currie, S. Silvo (English-made)	Rogue Cop R. Taylor, J. Leigh, G. Raff	Sabrina A. Hepburn, H. Bogart, W. Holden	She Wore A Yellow Ribbon (Reissue)	The Outcast J. Derek, J. Evans, J. Davis (Trucolor)	Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (CinemaScope)	The Barefoot Contessa H. Bogart, A. Gardner, (Technicolor) (Figaro)	Naked Alibi G. Grahame, S. Hoyden, G. Barry	A Star Is Born J. Garland, J. Moson, J. Carson (Technicolor) (CinemaScope)
The Bob Mathias Story B. Mathias, M. Mathias, W. Bond	Three Hours To Kill D. Andrews, D. Reed (Technicolor)	The Unholy Four P. Goddard (English-made)	Beau Brummell S. Granger, E. Taylor (Technicolor) (Made in England)	Reap The Wild Wind (Reissue)	Passion C. Wilde, Y. DeCarlo (Technicolor)	Roogie's Bump R. Marriot, Brooklyn Dodgers	Adventures Of Hajji Baba J. Derek, E. Stewart, A. Blake (Color) (CinemaScope)	Sitting Bull D. Robertson, M. Murphy, J. C. Naish (CinemaScope) (Frank)		
Miss Grant Takes Richmond (Reissue)			A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues)				Woman's World C. Webb, F. MacMurray, J. Allyson, C. Wilde, V. Heflin, L. Bacall (Color by DeLuxe) (CinemaScope)	The Little Kidnappers D. Macrae, J. Anderson (English-made) (Rank)		
<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>
Target Earth R. Denning, V. Grey, K. Crowley	The Black Knight A. Ladd, P. Medina (Technicolor) (Made in England)	The Siege (Italian-made)	Athena J. Powell, D. Reynolds, V. Domone (Eastman Color) (Print by Technicolor)	White Christmas B. Crosby, D. Kaye, R. Clooney (Technicolor) (VistaVision)	Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope)	The Shanghai Story R. Roman, E. O'Brien	Black Widow G. Rogers, V. Heflin, G. Tierney (Color by DeLuxe) (CinemaScope)	The White Orchid W. Lundigan, P. Castle (Color) (LeBorg)	Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor)	Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope)
Cry Vengeance M. Stevens, M. Hyer	Fire Over Africa M. O'Hara, M. Carey (Technicolor)		The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor)		This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	The She-Wolf Kerima (Italian-made) (Dubbed in English)	Desiree M. Brando, J. Simmons, M. Oberon (Color by DeLuxe) (CinemaScope)	Ricochet Romance M. Moir, C. Wills	Ricochet Romance M. Moir, C. Wills	Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)
	Cannibal Attack J. Weissmuller, J. Walsh, D. Bruce		Tarzan The Ape Man Tarzan Escapes (Reissues)				The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color)	Shield For Murder E. O'Brien M. English (Schenck-Koch)	Bengal Brigade R. Hudson, A. Dahl (Technicolor)	
<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>
Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)	A Race For Life R. Conte, M. Aldon (English-made)		Crest Of The Wave G. Kelly, J. Richards (Made in England)	Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)		There's No Business Like Show Business E. Mermen, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)		Sign Of The Pagan J. Chandler, J. Palance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)	The Big Sleep Sarotoga Trunk (Reissues)
Port Of Hell D. Clark, C. Matthews, W. Morris			Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)		Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)		Devil's Harbor R. Arlen, G. Gynt, M. Germaine		The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	

OBSERVATIONS  
Nov. 11—Armistice Day  
Nov. 25—Thanksgiving  
Dec. 25—Christmas Day

MOON PHASES

NOVEMBER ..... 3  
DECEMBER ..... 3

1 Quarter



2 Full



3 Last



4 New



FILMAKERS

Dec.—Crashout—W. Bendix, A. Kennedy, B. Michaels



# Xmas comes early <sup>sometimes</sup> in New York...

"Hansel and Gretel" broke every attendance record at the Broadway Theatre, N. Y., grossing \$40,287 in six days!

...and Xmas will  
come early (**and stay late**) when you play  
"Hansel and Gretel", this year's great holiday show!

"Hansel and Gretel" is the miracle that happens only once to the very young...at heart.

And all the New York critics and the long lines at the box office must be young at heart, because they agree that "Hansel and Gretel" is great entertainment for everybody.

"A fine film for children . . . should delight fanciful grown-ups, too! Mr. Myerberg's daring has admirably paid off . . . a charming entertainment in both the musical and the novelty line. This picture has the quality of a truly visualized fairy tale."

—Bosley Crowther, New York Times

"It calls for cheers. The Kinemins walk, talk, sing and dance as though they were really alive. Displays an imaginative eye for the picturesque."

—Kate Cameron, Daily News

"Hansel and Gretel" certainly solves the problem of where to take the young ones on a holiday or birthday outing. The elusive spirit of fantasy has been caught with sprightly deli-

cacy that is likely to spread its enchantment over Broadway for many a month."

—Alton Cook, New York World-Telegram

"The picture can be summed up as a very remarkable achievement."

—Archer Winsten, New York Post

"A charming musical fantasy."

—Rose Pelwick, New York Journal-American

"Rises into great and exalted beauty . . . literally sings its way into your heart."

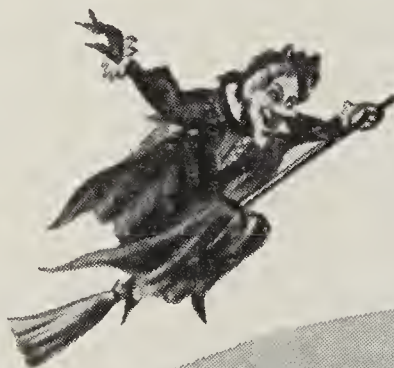
—Jesse Zunser, Cue Magazine

"Amazingly Real. Myerberg has created a wonderful fairy tale that will be loved by all children and many adults. 'Hansel and Gretel' is a masterpiece of mechanical creation that evolves with delightful charm and whimsy."

—Frank Quinn, Daily Mirror

"HANSEL AND GRETEL" WILL BE BACKED BY THE GREATEST MERCHANDISING CAMPAIGN IN MOTION PICTURE HISTORY

168 major tie-ups are now available



MICHAEL MYERBERG presents

## HANSEL and GRETEL

Full Length Feature Musical Fantasy  
in FAIRYLAND COLOR by **TECHNICOLOR**

Distributed by  
**R K O**  
RADIO  
PICTURES



**MOTION PICTURE**

# EXHIBITOR

**NOVEMBER 17, 1954** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **125 C'Scope Pix Forecast**

(page 11)

## **AA Declares First Dividend**

(page 14)

**AND FEATURING: PHYSICAL THEATRE  
and  
EXTRA PROFITS**

Benjamin Berger, Minneapolis theatre owner and president, Allied Theatre Owners of Minnesota, North Dakota, and South Dakota, is Minnesota co-chairman. Crusade for Freedom. Touring Radio Free Europe's installations, Berger broadcast beyond the Iron Curtain.





M.G.M.'s FINEST MUSICAL in COLOR

# DEEP IN MY HEART



M.G.M.'s FINEST MUSICAL in COLOR

# DEEP IN MY HEART



Starring **JOSE FERRER**  
**MERLE OBERON** **HELEN TRAUBEL**

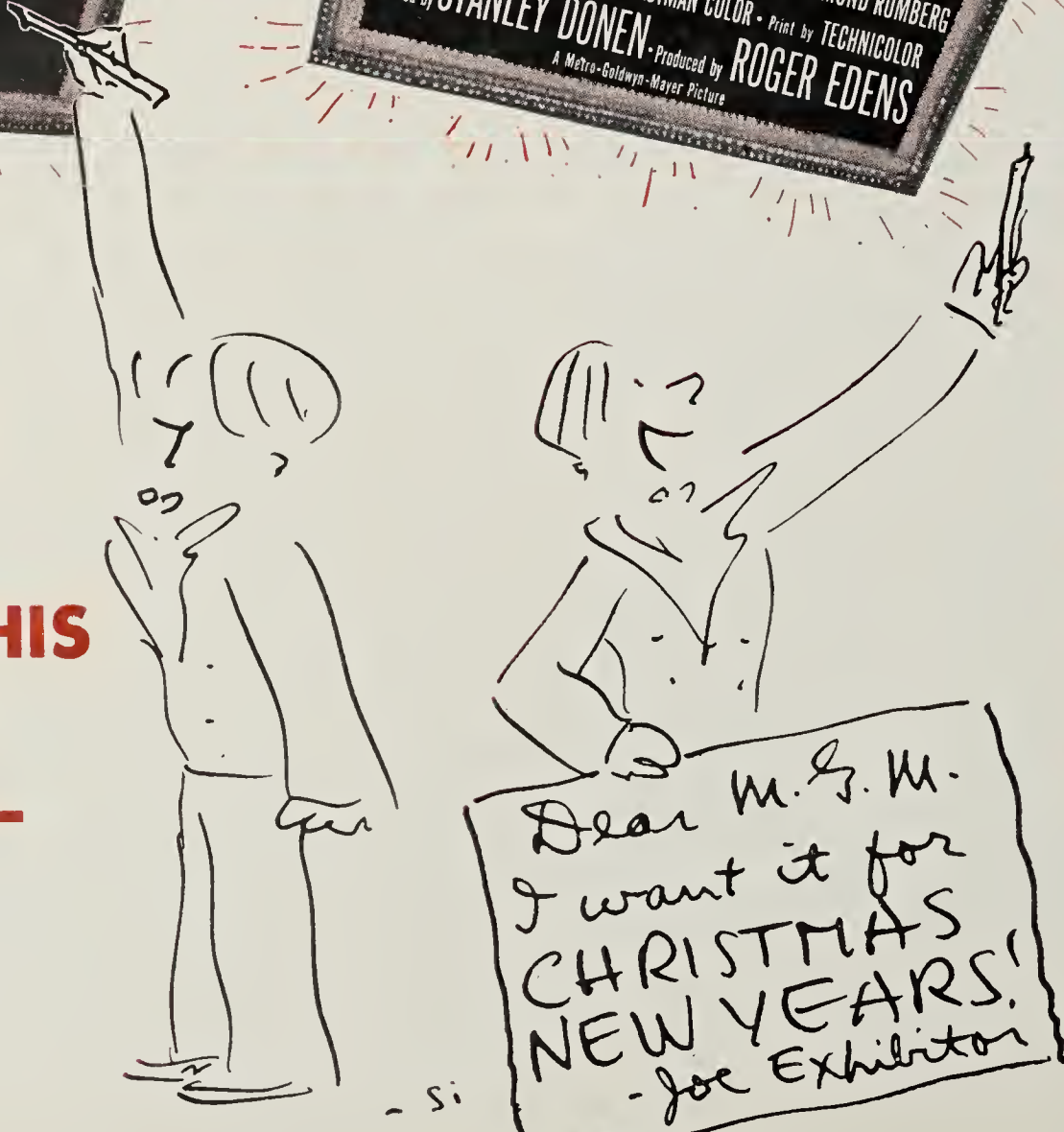
and  
GUEST STARS **WALTER PIDGEON** · **PAUL HENREID**  
**ROSEMARY CLOONEY** · **GENE & FRED KELLY**

**JANE POWELL** · **VIC DAMONE**  
**ANN MILLER** · **CYD CHARISSE**  
**HOWARD KEEL** · **TONY MARTIN**

With **DOE AVEDON** · **TAMARA TOUMANOVA**  
**PAUL STEWART** · **ISOBEL ELSOM** · **WILLIAM OLIVIS**  
**JAMES MITCHELL** · **LEONARD SPIGELGASS**

From the Book  
by **ELLIOTT ARNOLD** Screen Play by **STANLEY DONEN**  
Based on the Life and the Melodius of **SIGMUND ROMBERG**  
Photographed in **EASTMAN COLOR** · Print by **TECHNICOLOR**  
Directed by **STANLEY DONEN** · Produced by **ROGER EDENS**  
A Metro-Goldwyn-Mayer Picture

IF YOU  
COULD HAVE  
PICKED THE  
STARS FOR THIS  
WONDERFUL  
LOVE STORY—



YOU TOO  
WOULD HAV  
CHOSEN "TH  
GREATEST  
ARRAY OF  
MUSICAL  
TALENT IN  
ALL  
PICTUREDOM

(To Quote The  
Hollywood Reporter)



# MOTION PICTURE

# EXHIBITOR



**NOVEMBER 17, 1954**  
**VOLUME 53      NUMBER 3**

## THESE CHANGING TIMES

THE development in St. Louis where, under an agreement between exhibitors and the local IATSE unit, many theatres are now converting to one man in the booth is evidence of progressive action on the part of the organization headed by Richard F. Walsh.

President Walsh's local, in brief, took a realistic attitude that times were changing.

It might be pointed out that under the agreement, the single man in the booth will receive a healthy boost in wages, and the exhibitors made a contribution to the union's retirement fund, but it was to be expected that the theatremen had to be as cooperative as the union.

In many cities, there are still local ordinances providing for two men in a booth, but these are currently being repealed with the union's blessing. Where the union does so, it will benefit from new agreements in the long run.

Since the industry has converted to non-inflammable film, and it won't be long before it will no longer be necessary for exchanges to pay terrific rentals for vault space as presently constituted, it stands to reason that the same changes in the safety factor must affect the booth situation.

With the IATSE operating under a system of local autonomy, progress along the lines indicated in St. Louis may be slow, but it cannot be denied that what has happened in one of the country's larger cities and more important exhibition centers is being eyed with interest by unions and theatremen throughout the country.

## COMBINED EXHIBITOR CONVENTIONS

THERE is considerable merit to the thought that has been advanced, that in the future, five organizations could schedule their annual conventions in a one-week period to allow exhibitors and others to make the most of what these meetings have to offer.

Under this plan, the two national exhibitor bodies, Allied and the TOA would meet in the same hotel in the same city during a six-day period, splitting the week. At the same time TESMA, TEDA, and the IPA would hold their exhibits and sessions in the same hotel for a complete one-week showing.

This would allow the entire industry to devote the period to the business at hand as well as being able to learn of the latest developments and the equipment in allied fields.

The thought is there, and it deserves the most serious consideration from the five bodies affected.

## PRAISE FOR BENNIE BERGER

THE NAME of Benjamin Berger has long been identified with the more militant exhibitor leaders of the country, so it might be possible that many industryites are not acquainted with the fact that he has been active in the Crusade For Freedom, a project of the American Heritage Foundation, particularly in promoting Radio Free Europe.

The Minneapolis exhibitor, in his capacity as Minnesota's co-chairman for the Crusade For Freedom, recently joined other national leaders in inspecting Radio Free Europe's extensive overseas installations.

Industry cooperation has been forthcoming for the Crusade, but we doubt whether many in the trade has been as active as Berger.

This is a concrete evidence of a specific accomplishment which can only result in future good will for the industry.

## SALUTE SUCCESSFUL SOLONS

FROM more than one source has come a suggestion to exhibitors to get in touch with their Congressman and Senators who were successful in the recent elections.

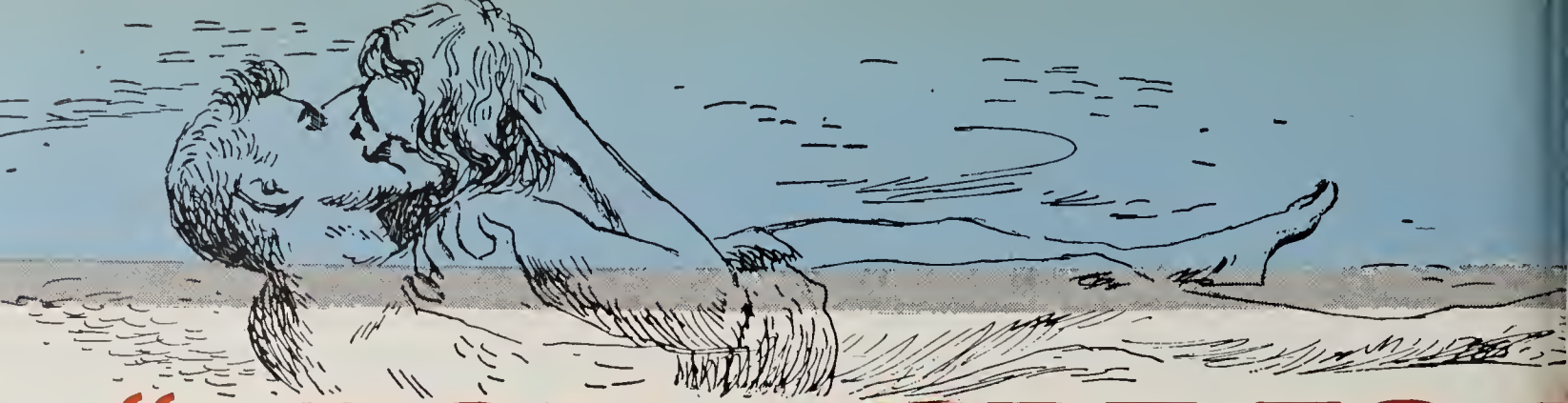
Inasmuch as there will be changes in the House and Senate committee lineup, it becomes important for exhibitors to stick as closely as possible to their legislators. It has also been suggested that a letter of congratulations be sent to them.

It has also been pointed out that the same thing might be done on the state level, to visit Representatives and the Senators and congratulate them on their victories.

With the need for revenues ever constant, one never knows what turn the legislative mind might take, so the above suggestion seems entirely in order.

*Jay Emanuel*

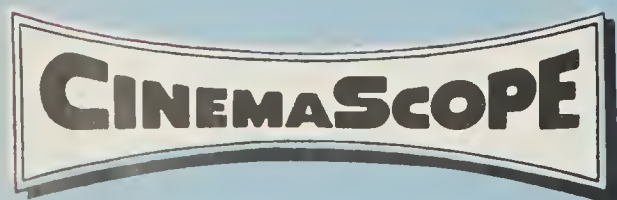




WHAT **"FROM HERE TO ETERNITY"**

WHAT **"THE CAGNEY MUSICAL"**

**"THE LONG GRASS"**



presented by  
**TECHNICOLOR** co-starring **ROBERT FRANCIS • DONALD CRISP • WARD BOND • BETSY PALMER •**

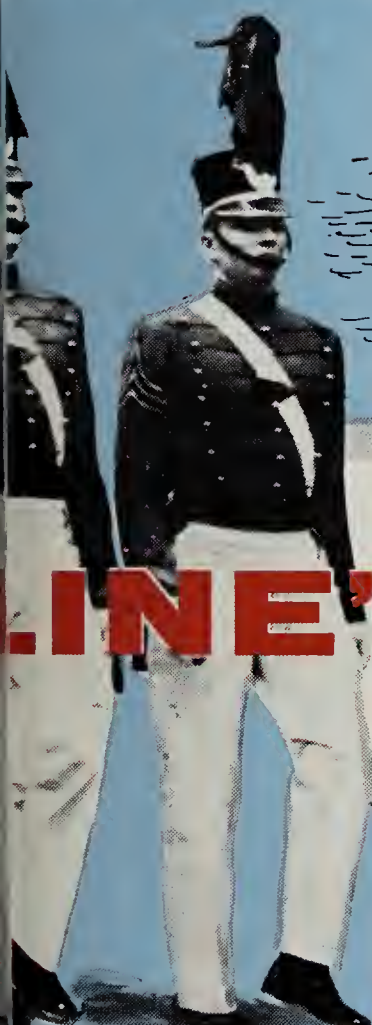
Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion • Produced by



**ERNITY"** WAS TO THE ARMY...



**INY"** WAS TO THE NAVY.....



**LINE"** IS TO WEST POINT!

TYRONE MAUREEN  
POWER · O'HARA

in JOHN FORD'S

**THE LONG  
GRAY LINE**

*from  
Columbia!*

• Screen Play by EDWARD HOPE

ARTHUR • Directed by JOHN FORD





**PARAMOUNT  
CONTINUES  
TO DELIVER  
THE  
INDUSTRY'S  
TOP GROSSES,  
BECAUSE ...**



**I**t's hitting Christmas Week business right now as its first hundred dates play to smash results. The whole country hails this first VistaVision attraction for, as the Los Angeles Herald & Express says, it's "an irresistible package of boxoffice inducements!"

PRESENTED THROUGH  
**VISTAVISION**  
MOTION PICTURE HIGH-FIDELITY

IRVING BERLIN'S

**White  
Christmas**

BING starring DANNY  
CROSBY \* KAYE

ROSEMARY VERA-  
CLOONEY \* ELLEN

Color by **TECHNICOLOR**

with Lyrics and Music by  
DEAN JAGGER \* IRVING BERLIN

Produced by Directed by  
ROBERT EMMETT DOLAN \* MICHAEL CURTIZ

Dances and Musical Numbers Staged by Robert Alton

Written for the screen by  
NORMAN KRASNA, NORMAN PANAMA and MELVIN FRANK



Today's big box  
are all from Pa



**Wonderful** is the exhibitors' word for *Sabrina* everywhere! Seventh record week on Broadway. And *Variety* reports "Boffo, Chicago" – "Paces Buffalo" – "Huge, Minneapolis" – "Giant, Los Angeles" – "Sockeroo, Denver" – "Uniformly sock to terrific!"

**HUMPHREY BOGART  
AUDREY HEPBURN  
WILLIAM HOLDEN**



in

*Sabrina*

with

WALTER HAMPDEN • JOHN WILLIAMS  
MARTHA HYER • JOAN VOHS

Produced and Directed by **BILLY WILDER** • Written for the  
Screen by Billy Wilder, Samuel Taylor and Ernest Lehman  
From the play by Samuel Taylor

**12** weeks New York – 12 weeks Philadelphia are typical of engagements making this the year's long-run leader. In key city runs it hit an astounding 98% holdover average. No wonder it's the hottest attraction in general release today!

**JAMES  
STEWART**  
in  
**ALFRED HITCHCOCK'S  
REAR WINDOW**

Color by **TECHNICOLOR**

co-starring

**GRACE KELLY • WENDELL COREY  
THELMA RITTER**

with **RAYMOND BURR** • Directed by **ALFRED HITCHCOCK**

Screenplay by **JOHN MICHAEL HAYES**  
BASED ON THE SHORT STORY BY **CORNELL WOOLRICH**



office leaders  
amount!

And The Leading  
Christmas-New Year Show Will be  
**Hal Wallis' 3 RING CIRCUS**  
in VistaVision  
starring  
**Dean Martin and Jerry Lewis**  
Color by Technicolor



*Before Josephine there was Desiree...  
and some say there was always Desiree!*

What did this  
tantalizing child,  
not yet  
a woman,  
have to give  
him?

*At last the international best-seller is on the screen!*



# Desiree

20th Century-Fox presents

color by DELUXE

CINEMASCOPE

**MARLON BRANDO • JEAN SIMMONS • MERLE OBERON • MICHAEL RENNIE**

with Cameron Mitchell • Elizabeth Sellars • Evelyn Varden • John Hoyt • From the Novel by Annemarie Selinko

Produced by **JULIAN BLAUSTEIN • HENRY KOSTER • DANIEL TARADASH**  
Directed by  
Screen play by

*"It's a pleasure to do business with 20th!"*





# LETTERS TO THE EDITOR

Dear Sir:

It seems that history is repeating itself. The alarming language used by a motion picture distributor in the Sept. 29 issue of MOTION PICTURE EXHIBITOR resembles very much the warning of the late Sidney Kent, 20th-Fox executive, gave to the nation's theatre owners in a circular letter quite a number of years ago, that we will rue the day when the Neely Bill becomes a law, but when he was confronted with replies and facts from various exhibitors, including the writer of this article, he changed his mind, and to avoid passage of the bill, he headed a committee to remedy the evils arbitrarily. He accomplished many good things, God bless his soul, but he died, and what he did and preached was forgotten. The results we all remember, Congressional appropriations, F.B.I. investigations, confiscation of records, indictments, convictions, consent decrees, and false promises, and the only good thing that came out after the long years of dedications is the sliding scale, which is the only fair method to merchandise moving pictures. But it is not generally adopted and not fairly used.

So now we have a slavery instead of freedom on enterprise in this industry, with theatres closing and litigation galore, with many joining associations and many more throwing themselves at the mercy of the combines for help.

Mr. Distributor speaks about the approach to socialism and puts pictures in the same classification with other merchandise, such as groceries, shoes, hardware, and the like. Yet it is generally known that those merchants have hundreds of sources to buy every piece of merchandise they dispense to the public outright, to be sold today, tomorrow, or any day with values and prices on them visible, from men who produced them with their own money, and the public can buy them from stores in every other block.

The picture which the producer makes with his own money, and is publicized in the nation's towns and communities as a must, is only one and it is rented by the day to be used on that day, and that day alone, and it has no visible value and price until it is used.

And the theatre which is also built with money and pays taxes, hires help, consumes fuel, light, and supplies and so on, is also one and has a visible standard, rentals and obligations.

And when the picture is offered at the set must terms, it has but one alternative, to either rob the public from seeing it and damn the theatre owner, or rob and close the theatre. So this analysis shows that merchandising motion pictures is not shoes, clothing, potatoes or cabbages, but is not much different from water, light, gas, electricity, the various types of transportation and so forth, which are also produced by men's money; and government regulations had to step in, as it will eventually step in in this business, if sanity is not restored and the picture recognizes the theatres rental by the adoption of the sliding scale fairly practiced, and also clear the clearances by

using the first-run as the base, and not as it is now, theatre after theatre.

This same distributor also seems to be quite angry at the men of constant cries who are hollering "copper," who became wealthy in this business after starting from nothing. He cites the early days as evidence, yet it is well-established that the cries and the complaints started when unfairness commenced, clearances violated, no protection, "must this-must that," "give me Saturday-give me Sunday," "this rental and that rental," "how you are going to get it is not my problem."

Adjustments? We'll take you for \$40 and we'll return you \$10 in about two, three, or four months if you don't stop hollering. Yet the sliding scale which is the effective remedy is not used except by 20th-Fox and Metro.

As to "became wealthy from nothing," it sounds quite unreasonable and can be applied to him as well. For certainly no man in his right mind goes into business, any business, to become poor. But with this exception, in the theatre business it takes only two items to increase the wealth for both the picture owner and the theatre owner. And if the one disregards the rights of the other as it is happening, both are losing, and also are not contributing to the progress of the entire industry.

And here is further proof. The writer of this article saw his first moving picture at the beginning of the century in an eating house in Coney Island for a five cent glass of soda, because there were no theatres then to show them. Then theatres or nickelodeons were built and admissions were charged. The question is of who started this wealth first. Who made who wealthy? Who was the largest investor, the picture producer or the theatre owner? Who of the two deserves the most credit? It is reasonable to believe that both deserve equal credit, also for starting the present film industry by their mutual cooperation and understanding. Those obligations and responsibilities are still with use, but by his mastery and superiority Mr. Producer and/or Distributor is destroying what was created by the reverse methods they were created, with ample proof that cannot be hidden. And government regulations seem to be the only answer and means for survival.

JAMES DUKAS  
Grand

Edwardsville, Pa.

*(The writer, an old-time independent exhibitor, may have a lot to say, but everyone will agree it is worth reading. And that reference to Sidney Kent is pertinent, too.—Editor)*

Dear Sirs:

I am new at this business and am relying constantly on the reviews and opinion in the MOTION PICTURE EXHIBITOR, which I find of immense value.

WILLIAM I. DUMES  
Park

Tucson, Ariz.

Dear Sir:

A month ago we received a check list of feature motion pictures in TV channels, and found it extremely helpful in a way that you have perhaps not foreseen. We have found in our theatre that pictures which have played on television do just as well as those which have not. Therefore, we scanned your list very attentively to find films that were still available to us. I just thought I might suggest to you that a good number of other theatres in this country find themselves in the same situation. If you were to draw up a list of reissues and older foreign pictures still in distribution, I am very certain that theatres such as mine would find it very helpful in booking their films.

CYRUS I. HARVEY, JR.  
Brattle Films, Inc.

Cambridge, Mass.

*(Always glad to be of service, even if in a way we didn't altogether expect.—Editor.)*

Dear Sir:

Please send us one Service-Kit Ring Binder to keep MOTION PICTURE EXHIBITOR Servisections on file. I certainly think this is the best reviewing service. We refer to it every day for one type or film information or the other. It is the most complete guide offered to the exhibitors. Thanks for supplying us with this section of your magazine.

JACK D. BRAUNAGEL  
Commonwealth Theatres, Inc.  
Kansas City

Dear Sirs:

I want to order some of your service manuals for the theatre staff. This is a big help to any theatre and I want each of my workers to have one. I want 10 copies. I want one for each worker, operator, cashier, doorman, snack bar staff, janitor and myself.

JAMES GREER, Manager  
Luverne

Luverne, Ala.

Dear Sir:

Congratulations for your excellent editorial, "My Son, My Son," so true today in many parts of the country. It must be read by everyone in the movie industry.

GEORGE ZEPPUS  
Rex

Wheeling, W. Va.

Dear Sir

Just a few lines to tell you how much I enjoyed reading your TV issue. MOTION PICTURE EXHIBITOR still does cover the news like the dew covers Dixie.

Sincerely yours,  
GLEN H. MILNOR

Kenner, La.

Gentlemen:

I am new in the theatre business and I find your magazine a very great service to me.

ED BOWEN  
Starlite Drive-In

Dallas

*(It's a pleasure.—Editor.)*



# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

Milton Rackmil, U-I president, gains control of Decca Records, which he also heads (page 24).

## Distribution

TOA officers meet with company sales heads to seek ways of recapturing audience interest (page 11).

Buena Vista announces its release schedule for the next 18 months of Disney product (page 22).

## Exhibition

Missouri-Illinois theatre owners hear forecast of 125 CinemaScope films for next year and ask aid in production financing (page 11).

## Financial

Allied Artists declares its first common stock cash dividend (page 14).

Walter Branson, RKO sales chief, reports that the company's earnings are on the increase and that interest in Super-scope is high (page 15).

## International

Canadian exhibitors rally against local amusement taxes which threaten the existence of small theatre owners; South Africa industryites are against the importing of CinemaScope; and England's trade associations agree on the extension of the Eady Plan (page 18).

## Legal

A West Virginia drive-in files an anti-trust action against distributors on behalf of all outdoor theatres in a similar position (page 14).

## Legislative

Maryland officials contemplate passage of a new and more specific censorship law in view of recent decisions (page 10).

President Eisenhower, with industryites on hand, signs world copyright measure (page 11).

## Mel Konecuff

Julian Blaustein discusses his latest 20th-Fox productions, "Desiree," and "The Racers"; the National Conference of Christians and Jews opens its 1955 Brotherhood campaign and welcomes new chairman John H. Harris; a research director for a vacuum cleaner concern comments on American leisure; and other miscellany is discussed (pages 10 and 20).

## Organizations

Allied Artists withdraws from the IMPPA due to its expansion program (page 10).

Southern California Theatre Owners Association asks Congress to investigate alleged monopolistic practices by distribution (page 22).

## Production

Visiting Japanese industryites examine American market with view towards increased outlets for Nippon's product (page 14).



Julian Blaustein, 20th-Fox producer, recently met the trade press in New York and discussed his two forthcoming CinemaScope releases, "Desiree," "Roxy," and "The Racers," scheduled to open in '55.

# NEW YORK By Mel Konecuff

JULIAN BLAUSTEIN, executive producer, 20th-Fox, arrived in town recently to promote two of his latest films, "The Racers" and "Desiree," with particular concentration on the latter.



KONECUFF

Said Blaustein, subscription TV has enormous possibilities if the mechanics can be ironed out, and grosses on individual films should be very big, somewhere in the neighborhood of 40 millions or more, but even if it brought in only about 10 or 12 millions it would be wonderful. At least 85 per cent of the membership of the Screen Producers Guild favors it.

He has given no thought to going into TV especially since his contract at Fox has a year to go as yet. He is happy with the treatment accorded his pix by exhibitors showmanshipwise and from an advertising viewpoint, and he felt that if a picture doesn't have a proper entertainment base a vigorous campaign isn't going to help very much. He thought TV could help in the promoting of films more than heretofore.

Casting problems are enormous with producers trying to satisfy a desire for new faces as well as for established stars, and in order to insure the right people for the right parts, talent must be lined up well in advance. There always has been a shortage of good stories and good players but they manage to keep coming along.

Audiences have always been literate. It's just that the industry hasn't been offering them what they want until recently, and high grosses show their appreciation.

CinemaScope hasn't been used effectively in every film to date but strides have been made in the right direction with new lenses, new lab techniques, better color, etc. VistaVision is a good process.

(Continued on page 20)

# Latest Bulletins

(Developments At Press Time)

## AA Leaves IMPPA

### Due To Expansion

HOLLYWOOD—Following an expression of regret, members of the Independent Motion Picture Producers Association in a special meeting accepted the resignation of Allied Artists.

Edward Finney, secretary, read a letter from Steve Broidy, AA president, explaining that his company since it has embarked on an expanded production program has found it advisable to apply for membership with the Association of Motion Picture Producers, Inc.

Finney was named to succeed Broidy as president. Other officers elected were Lindsley Parsons, John Champion, and Jack Broder, vice-presidents; William F. Broidy, treasurer; John Burrows, assistant treasurer, and Vincent M. Fennelly, secretary.

Members of the IMPPA also named staffs of four committees. They include labor relations, Parsons, chairman; Broder, and B. B. Ray; MPIC, Spenser Lees, chairman; Parsons, Broidy, and Finney; health and welfare, David Garber, chairman.

Irving Rogosin was named as group legal counsel and executive representative.

## Revised Censor Law

### Sought In Maryland

BALTIMORE—The motion picture censorship in Maryland should be continued but on a restricted basis, according to a report brought out last week by a State Legislative Council subcommittee.

Under the proposed changes in censor laws, the first important ones since 1922, authorities could delete or ban films that are obscene, intended to debase or corrupt morals, or tend to incite to riot.

The proposed statute, in line with recent Supreme Court decisions against broad censorship powers, would remove the words "sacrilegious, indecent, inhuman and immoral" as grounds for banning pictures.

While the recommended law would limit grounds for censorship, it would give censors a much stronger position in cases that are taken to court.

Under present laws, an exhibitor can appeal a decision of the Maryland Board of Motion Picture Censors to the Supreme Bench of Baltimore City. If the exhibitor wins, the censor board has no right of appeal.

Under the proposed legislation, the board could take an adverse decision to the Maryland Court of Appeals, and on up to the U. S. Supreme Court, if necessary.

Senator Layman J. Redden, chairman of the special censorship committee, said this provision eventually would allow the Nation's highest court to rule on the constitutionality of Maryland censorship laws. Senator Redden also emphasized that the proposed legislation will contain precise definitions of what is obscene, or tending to incite crime or debase morals to allow no misunderstanding.



# MITO Told Of 125 CinemaScope Pix In '55

## TOA Officers Ask Aid In Production Finance; Martin, Starr Deplore Current Seller's Market

ST. LOUIS—Alex Harrison, 20th-Fox assistant general sales manager, addressing the opening session last week of the Missouri-Illinois Theatre Owners annual convention, stated that 125 new CinemaScope features will be forthcoming in 1955, with his company providing between 20 and 24.

Harrison added that 20th-Fox was pursuing a policy of making CinemaScope pictures available to exhibitors at a price they can afford to pay. He also expressed regret that in some cases optical prints of CinemaScope features were made available before full stereophonic prints were delivered by laboratories. He estimated that by next year 10,000 theatres will be ready for CinemaScope. Presently, there are 4,900 equipped for optical sound versions and about 3,500 ready for full stereophonic sound.

Herman Levy, general counsel, TOA, declaring that there isn't anything wrong "with this industry that a steady flow of reasonably good pictures made available at reasonable rentals can't cure," made a strong appeal for participation in the proposed new financing company that is to be formed to encourage production by independents. Each exhibitor was asked to invest one week's film rentals in the new company. Levy deplored that in some way a seller's market has developed in the film industry with a shortage of product, a shortage of prints, and film rentals reaching a point impossible for most exhibitors to meet and make a profit.

E. D. Martin, new TOA president, also stressed the importance of TOA's financing plan, calling its success vital to the health of exhibition and asking the support of all exhibitors, whether TOA members or not.

Albert M. Pickus, TOA vice-president, told delegates that there is no need to change from a small screen to a larger picture ratio provided that 2-D prints are made available of CinemaScope pictures and those made in other processes. He added that while this was fine for exhibitors willing to wait for that day, other theatremen should install a large screen after careful study so as to obtain the best possible reflective light setup.

Alfred Starr, TOA executive committee chairman, gave a four-point program for breaking the present seller's market. His advice to theatremen was to "begin to say no to deals from distributors that you know are unprofitable to you; eliminate cutthroat competition in exhibition; ask the Justice Department to review facts of the Paramount case and consent decrees to see if producer-distributors have not benefitted at the expense of exhibition; and encourage independent production.

Also addressing the convention were George Kerasotes, TOA vice-president, who offered to help the MITO set up

## President Eisenhower Signs World Copyright Measure

WASHINGTON—At a White House ceremony last week President Eisenhower signed the instrument by which the U.S. ratifies the new Universal Copyright Convention. Forty other countries signed the treaty for the Convention at Geneva on Sept. 6, 1952. The Senate gave its consent to the treaty, and both houses passed the necessary domestic implementing legislation. Three months after the 12th country's ratification is deposited at UNESCO headquarters in Paris, the UCC will be in effect.

Industryites attending the ceremony were Austin C. Keough, vice-president and general counsel, Paramount, and chairman, Motion Picture Association's Law Committee; and Edward A. Sargoy, of the New York firm of Sargoy and Stein, who heads the copyright section of the American Bar Association, and was a technical consultant to the U.S. delegation at the 1952 conference in Geneva.

regional auxiliary groups; Mike Simons, MGM sales promotion manager; and various unit officers.

Lester R. Kropp, co-general manager, Fred Wehrenberg Theatres, was reelected as MITO president, and other officers include Tom Bloomer, past president and chairman of the board; Thomas James, vice-president; Joseph C. Ansell, treasurer; L. K. Williams, secretary; Paul Krueger, D. Medley, and Eddie Clark, regional vice-presidents; John Meinardi, sergeant-at-arms; and Philip Manos, general counsel.

## Holdovers Continue Steady On Broadway

NEW YORK—Holdovers continue to dominate the Broadway first-run houses, with only two new entries breaking into the lineup, as business held steady.

According to the usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"A STAR IS BORN" (Warners). Paramount was heading toward \$53,000 for the fifth, and last, week.

"A STAR IS BORN" (Warners). Victoria, playing day-and-date with the Paramount, reported \$30,000 for the fifth week.

"BLACK WIDOW" (20th-Fox). Roxy claimed \$25,592 for Wednesday through Sunday, with third week down to \$31,000.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with stage show, checked in with \$112,000 for Thursday through Sunday, with the fifth week expected to be a robust \$160,000.

"SABRINA" (Paramount) Criterion, in the fifth week, was down to \$21,000.

"CARMEN JONES" (20th-Fox). Rivoli was headed for \$40,000 on the third week.

"A BULLET IS WAITING" (Columbia). Globe, with one of the two new entries, estimated \$10,000 for the first week.

"SUDDENLY" (UA). Mayfair, in the sixth week was down to \$11,500.

"ON THE WATERFRONT" (Columbia). Astor, on the 16th week was heading toward \$20,000.

"BAREFOOT CONTESSA" (UA). Capitol reported \$21,000 for Thursday through Sunday, and was heading for \$28,000 on the seventh week.

"PHFFFT" (Columbia). Loew's State, with the other new offering, was expected to hit \$40,000 for the first week.

## Committee Seeks Audience

NEW YORK—Ways and means of expanding the movie audience were explored last week at an informal meeting of company sales and advertising-publicity heads with a group of TOA representatives.

The discussion covered a wide range of subjects, including audience research, market surveys, media advertising, and special projects to attract and hold new audiences.

Al Lichtman, 20th-Fox sales chief, and distribution representative on COMPO, planned to convey the highlights of the suggestions to the meeting of the industry organization early this week.

Morey Goldstein, Allied Artists sales head and chairman of the MPAA sales managers' committee, said, "The meeting was sound, constructive and harmonious. In a fair and friendly fashion we discussed ways and means to increase the audience for motion pictures. I think we have made a good start. With all segments of our industry participating, we can accomplish our goal of bringing even greater numbers of people back to the theatres of our nation."

Headed by E. D. Martin, new president, the TOA delegation also included Walter Reade, Jr., and Leonard Goldenson.

The meeting devoted considerable discussion to methods of interesting the nation's youth in motion pictures.

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VOLUME 53, NUMBER 3 NOVEMBER 17, 1954

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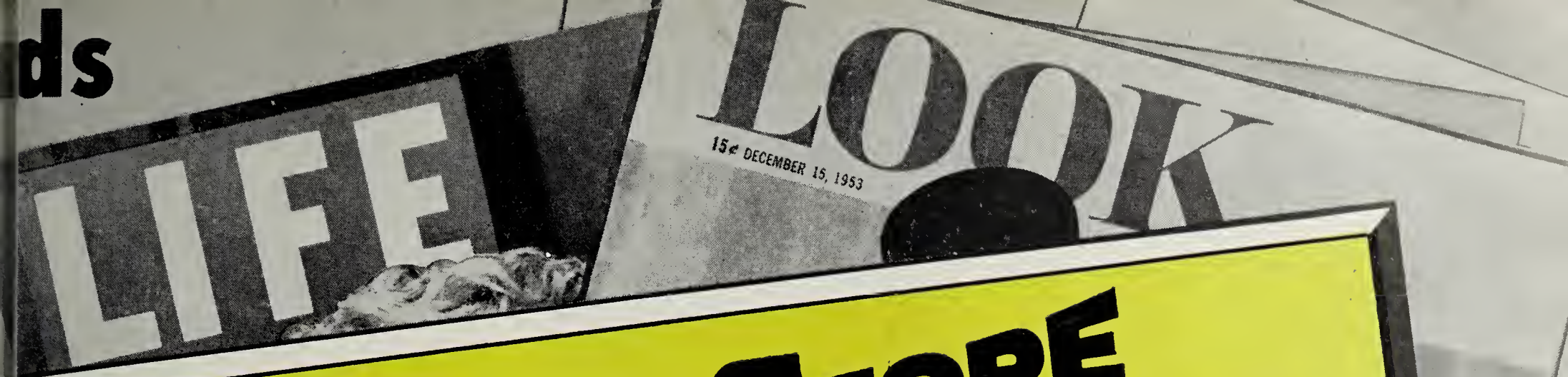
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## Visiting Japanese Industryites Seek Larger Market For Product

NEW YORK—Tadayoshi Asao and Motumo Ohno, Japanese film executives, arrived here last week as part of a world tour in which they are surveying the American and European market. It is their expressed hope to make films aimed at these markets.

Asao and Ohno, members of the board of directors of the Shochiku Company, Ltd., the biggest production, distribution, and exhibition organization in Japan, met the trade press in the United Artists home office. Also present was Arthur Krim, UA president, who revealed that his company is negotiating with Shochiku on a co-production deal. Shochiku currently handles United Artists distribution in Japan.

The Japanese industry leaders said that their main purpose in visiting the United States was to observe the changes in entertainment directions and to learn more about the industry's business point of view. They plan to utilize their observations by producing films with a calculated appeal to both the American and European markets.

Last year the company entered two features in Eastman Color at the Venice and Cannes festivals in an attempt to make an impact on the European market. In this country, it was pointed out, one of the company's productions, "The Imposter," will be released shortly before Christmas by Brandon Films. Unlike "Ugetsu" and "Rashomon," "The Imposter" is a commercial film rather than an exclusively art motion picture.

Outlining the Japanese film industry, Ohno and Asao said that there are six major producing companies in their country that produce about 52 pictures a year, aside from five or six independents producing a few more films. As a result, there is no product shortage with about 300 pictures produced each year. The Shochiku Company, the executives said, made 70 pictures last year. The average cost of a film in Japan is \$50,000, with special films costing up to \$500,000.

### Columbia Forms Music Company

NEW YORK—Columbia last week entered into a partnership with Shapiro-Bernstein, one of the oldest music publishing companies, to publish and exploit all music from forthcoming Columbia films in all media, sheet music, radio, television, records, etc. The new company will be known as Columbia Pictures Music Corporation, and was set up last week by Jonie Taps, producer and music exploitation chief at Columbia studio, who was associated with Shapiro-Bernstein for 15 years before joining Columbia.

Activities of the new firm will start immediately and will include exploitation of the numbers in Taps' own production, the CinemaScope Technicolor musical, "Three For The Show," starring Betty Grable, Marge and Gower Champion, and Jack Lemmon.

Columbia expects that the new company will afford an excellent opportunity for increased picture promotion with both exhibitors and the public.



Tadayoshi Asao, left, and Motumo Ohno, executives of the Shochiku Company, Ltd., Japan's leading production-distribution-exhibition organization, and Arthur B. Krim, right, president, United Artists, met the trade press recently at UA's New York home office. The Japanese film leaders, on a world tour to survey the international market for native product, conferred with Krim on UA's line-up for 1955. UA distributes its product in Japan through Shochiku. In the rear is Louis Lober, general manager, UA's foreign department. Co-production was discussed.

Asao expressed concern about the television situation in Japan. Although TV sets are very expensive and mountainous landscapes prevent long distance telecasting, Asao felt that the industry is beginning to grow. Tokyo has two TV stations and Osaka has one, it was said.

Ohno said that only about seven pictures out of the 300 produced annually are made by Communists, and these, he added, must offer some entertainment values. Attempts to make pure propaganda films, he said, were a failure at the boxoffice.

The Japanese industry heads were accompanied by T. Koide, the company's U.S. representative. The trio plans to visit several important cities in the United States as part of their world tour which already has taken them to Italy, Switzerland, Germany, France, Belgium, and Great Britain.

### High Court Hears Cases

WASHINGTON—The Supreme Court last week received two cases, each having an indirect bearing on the motion picture industry, and it was expected that rulings would be forthcoming this month. The cases involved the government's Schubert anti-trust suit and the similar action against professional boxing. Arguing both actions for the Attorney General was Philip Elman, anti-trust division, Department of Justice.

To be decided in the former case is the question of whether or not performances by live actors are subject to the anti-trust statutes. The lower court, citing the ruling given in favor of baseball as precedence, refused the government's suit.

Elman argued that if the government wins its suit against professional boxing, competition in that industry will be restored. Involved are the sizable returns from the production and distribution of motion picture films of championship fights.

## AA Declares First Common Dividend

HOLLYWOOD—At the annual stockholders' meeting of Allied Artists at the studio, presided over by Steve Broidy, president, the present board was reelected. The members are G. Ralph Branton, Broidy, Arthur C. Bromberg, George D. Burrows, W. Ray Johnston, Harold J. Mirisch, Edward Morey, Herman Rifkin, Norton V. Ritchey, and Howard Stubbins.

Broidy announced that operations of the company and its wholly owned subsidiaries for the first quarter of the present fiscal year, ended on Oct. 2, resulted in a profit before federal income taxes of \$200,697. This amount compares with \$224,990 for the quarter ended on Sept. 26, 1953. Net profit after taxes amounted to \$92,697 for this quarter as compared to \$98,990 for the same period in the previous year.

Following the meeting, the board reelected all of the present officers. The quarterly dividend of 13¾ cents per share on the company's 5½ per cent cumulative convertible preferred stock was voted for payment on Dec. 15 to stockholders of record Dec. 3.

Broidy stated that he was pleased to announce that payment of the first common stock cash dividend in the company's history had been approved. This cash dividend of 10 cents per share will be payable on Jan. 3 to stockholders of record on Dec. 10.

The AA president also announced that the company would continue the dividend policy at such times when earnings and the financial position of Allied Artists warranted such a move.

### W. Va. Drive-In Sues For All

FAIRMONT, W. VA.—Laskey Brothers' West Virginia, Inc., operator, Starlite Drive-In, last week filed an anti-trust action in U. S. District Court on behalf of itself and all other drive-ins in the country in similar positions.

Warners, Stanley Warner, RKO Pictures, 20th-Fox, National Theatres, U-I, Loew's, Inc., Loew's Theatres, Paramount, AB-PT, UA, Columbia, Allied Artists, Republic, Allied Artists Theatres, Skouras Theatres, Metropolitan Playhouses, Comerford, Randforce, Brandt Theatres, Fabian Theatres, Schine Circuit, William Bernstein Theatres, Kallett Theatres, Shea Theatres, the MPAA, and others are among the defendants named.

The suit seeks trebled damages of \$450,000 and claims the Starlite has been discriminated against by the distributor and exhibitor defendants, including companies dissolved in the Government suit, and their successors. The action claims a national conspiracy against drive-ins involving runs, clearances, prices, and playdates.

The action was instituted by the law firm of Malkan and Ellner, which last week filed anti-trust suits on behalf of drive-ins in the Federal District Court, Pittsburgh.

The law firm also has filed a "class" action for \$1,040,000 damages in behalf of the Austin Theatre, Inc., operator, Austin, Queens, N. Y., and others similarly situated, naming the same defendants.



## "Cinerama" Showing Planned Overseas

WASHINGTON—Samuel Rosen, executive vice-president, Stanley Warner Corporation, revealed last week that the State Department wants to display "This Is Cinerama" in Bangkok as part of the U. S. Government's efforts to sell America in crucial overseas areas.

Rosen made his disclosure at a Washington Advertising Club luncheon honoring the first anniversary of the Washington showing of "This Is Cinerama," which is the first film to run a year in the nation's capitol.

Noting the success of "This Is Cinerama" in long runs around the United States, and also the recent Damascus International Fair, where it was displayed by the State Department with enthusiastic native reaction, Rosen said, "The State Department wants to show Cinerama in Siam, feeling it will accomplish the same results there for the free world as it did in Damascus."

Rosen said Cinerama would open in Montreal, Buffalo, and Miami shortly after Christmas.

Lowell Thomas, president, Cinerama Production Corporation, discussed briefly plans for the third Cinerama production, "Seven Wonders Of The World."

Seated at the head table at the ad club luncheon were diplomatic representatives of India, Pakistan, Thailand, Burma, and Indonesia.

The District of Columbia Commissioners proclaimed the day "Cinerama Day" in Washington and special citations were presented the film at the luncheon from the Legion of Decency, the district department of the American Legion, and the Washington Board of Trade. The citations were accepted by W. Stewart McDonald, vice-president and treasurer, Stanley Warner; Lester B. Isaac, national director of exhibition, Cinerama; and Rosen.

## TOA Plan Advances

NEW YORK—E. D. Martin, president, Theatre Owners of America, last week advised J. R. Grainger, president, RKO Radio Pictures that the TOA is definitely interested in stimulating independent production of quality pictures through the formation of a newly created finance company.

Martin added that the board of trustees, chaired by Sam Pinanski, will soon hold an organizational meeting, and when the plan is off the ground a committee will be pleased to meet with Grainger and C. J. Tevlin on the question of financing production.

At the same time, Walter Reade, Jr., chairman, TOA board, advised Ben Marcus, Allied States Association of Motion Picture Exhibitors, that the TOA is "sympathetic" toward Allied's emergency defense committee. If Berger sets a time and a place for a small committee of Allied to meet with a small committee of TOA, Martin will be glad to appoint the committee to meet with him, Reade said.

Reade added that he looks forward "to exploring a solution to our mutual problems, in the spirit of friendship and understanding."

# Branson Says RKO Profit Is Up; Reports On Superscope Showings

## Mayer Sees Scarcity Of Good Foreign Films

NEW YORK—Arthur L. Mayer, independent foreign picture distributor, stated last week that at present there is a scarcity of good foreign films. He added that foreign product which has been well produced, with quality, flavor an appeal, has been given to the big distribution organizations leaving the small distributor with films that, in many cases, are not commercially sound.

Mayer continued that producers of foreign films, in order to have some sort of an export market, must incorporate all the local color possible, and then a film may have a chance in the U.S. "Imitating American production methods does not help them," he said.

Mayer plans to address the Independent Motion Picture Distributors' Association of Ontario and the Canadian Picture Pioneers in Toronto on Nov. 25 at the King Edward Hotel.

## Whitney Enters Production

HOLLYWOOD—Cornelius Vanderbilt Whitney last week announced the formation of a new motion picture company to be known as C. V. Whitney Pictures. He also revealed that Merian C. Cooper, president of Argosy Pictures with John Ford as chairman, has been appointed as vice-president in charge of production.

Whitney has bought "The Searcher," a recent best-seller by Alan Lema, which will be made next year as a large budget western, the first film on the shooting schedule of the new company. As yet, no release has been announced for the new company's films.

Cooper was co-producer and co-director of "This Is Cinerama," which led to the projection innovations which have changed the face of the industry, and Whitney also is no stranger to movie-making as he and his cousin, John Hay Whitney, were primary backers of "Gone With The Wind."



Louis Lober, general manager, United Artists' foreign department, recently celebrated his 25th year in the film industry. He began his career in 1929 with MGM and has since served with Warner Brothers International. He came to UA in 1951 as Continental manager in Paris and assumed his present post in New York in 1953.

NEW YORK—European exhibitors responded enthusiastically to demonstrations of Superscope in the major capitals, said Walter E. Branson, worldwide salesman for RKO, who returned last fortnight after a five-week tour of Europe and reported that his company's worldwide profits were up five per cent over last year.

Attending Superscope showings in London, Paris, and Rome, Branson found great interest on the part of exhibitors in the Tushinsky process as displayed in the high attendance. Exhibitors from all over England saw the showing at London's Odeon, 2,000 attended the showing at Paris' Rex, and the demonstration drew 1,900 exhibitors in Rome.

While in Europe, Branson held sales meetings with RKO branch managers and salesmen in London, Amsterdam, Brussels, Paris, and Rome. He also went through France's sub branches of Marseilles and Lyon.

A wider world market here and abroad, said Branson, would result from RKO's new policy of printing all its major releases in the future anamorphically so that they would be compatible with CinemaScope equipment already installed. Branson explained that this will be the first time that pictures not shot in CinemaScope can be played through the CinemaScope lens in theatres. RKO's first picture to be distributed in the new printing process will be "Underwater!", which will also have optical sound.

Branson also claimed that RKO's foreign profits were up slightly from last year despite fewer productions. This he attributed to a better job of selling and distribution by foreign personnel; generally healthy business conditions in Europe and the near east; a substantial reissue program; the improving German market; and the fact that pictures not shown before in Europe because of quota restrictions are now being picked up to fill the allotment. Everywhere, Branson added, RKO is filling its quota on the import of films.

On the question of film festivals, Branson asserted that they had become very commercial and has lost the purpose for which they were created. He suggested that they be regulated so that they can again be restricted purely to appraising product.

Branson explained that RKO is handling only the physical distribution of the Tushinsky lens on the foreign market.

## Studios Mull TV Show

HOLLYWOOD—It was disclosed last week that Robert J. O'Donnell, Interstate Circuit head, was invited to join a meeting composed of motion picture studio representatives including Y. Frank Freeman, Dore Schary, E. J. Mannix, Max Youngstein, Dave Lipton, and others who discussed the possibility of presenting a show on Jan. 2, 1955, called "Salute To Motion Pictures," over NBC-TV.

The industryites met behind closed doors with John K. West and Fred Wile, Jr., both of NBC.



A love story as startling  
as the sudden crack of a gun!  
Another unusual story  
of human  
emotion  
stripped to  
the raw,  
from the  
producer-  
director  
of 'The  
High and  
the Mighty'!

**THIS WEEK  
WARNER  
BROS.  
START THE**



WILLIAM A. WELLMAN'S  
**Track**



*"Don't you want  
anything bad enough  
to fight for it?"*



OF  
HE **Cat**

WARNER BROS.  
PRESENT

**ROBERT  
MITCHUM**  
**TERESA  
WRIGHT**

**CINEMASCOPE**

WARNERCOLOR  
STEREOPHONIC  
SOUND

CO-STARRING  
**DIANA LYNN  
TAB HUNTER**



WITH BEULAH BONDI  
SCREEN PLAY BY A. I. BEZZERIDES  
A WAYNE-FELLOWS PRODUCTION  
DIRECTED BY WILLIAM A. WELLMAN  
PRESENTED BY **WARNER BROS.**



# The International Scene . . . . .

## Canada

### Amusement Tax Stifles Small Exhibs

TORONTO—Exhibitors across the country continue to feel the pressure of the amusement tax. Decisive action was taken by exhibitors in Manitoba, when, led by Ben Sommers, an anti-tax rally was held in Winnipeg, following which a meeting was held with government officials. In Ontario, too, exhibitors have a committee, representing all degrees of exhibitor-size, which is planning an onslaught on the amusement tax issue against the Provincial Government after the New Year. The subject will also be a key point in the convention discussions of the Motion Picture Exhibitors Association of Canada later this month.

The Ontario Exhibitors Committee for Admission Tax Relief has been meeting since its organization in June. Plans call for the submission of a brief at the time the Legislature meets. The brief would be presented to Premier Leslie Frost, who, as Provincial Treasurer, administers the amusement tax.

Arguments presented by exhibitors are that the small theatres are giving in tax what would be their profit, and because of the level of their operations, they can't raise admission prices or they would price themselves right out. Not only would tax reduction give the exhibitor an opportunity of price reduction, it would give him an opportunity of retaining some of his money.

The exhibitor faces TV, high prices, and unemployment. One or a combination of all these factors works in various places. Common suggestion is to remove the import on all tickets below 50 cents with a reduction on all over that price. Business is downhill, say exhibitors, and relief is needed now.

### Canadian Comment

An unusual but most effective editorial was carried by a small weekly paper which sought to arouse townspeople to attend the local community theatre. Support was asked by the Watford Guide-Advocate for the six days per week Reo, Watford, owned by Rex McLeod. The town numbers 1,200 persons, but there is a threat that the theatre, opened in 1946, will be closed. The editorial was headed, "Would You Close Reo Theatre?" The Reo has 412 seats, but the newspaper points out how essential the theatre is to the social and business life of any community that those seats be filled more often. The editorial, on the front-page, pointed out that the theatre was the envy of even much larger towns. It asks pointedly, "How frequently have you or your family attended the various film presentations?" The theatre has carried the better film programs, films to suit every taste. It ranks among "our most important business services from the manner in which it has been operated." The paper recalls the days when in gasoline



In Egypt to produce "The Ten Commandments" in VistaVision for Paramount, Cecil B. DeMille was greeted recently by the largest turnout of press representatives in the memory of many.

rationing and the hungry '30's the townspeople had to make their way to larger nearby towns to see films and remember "how grateful we were with the opening of our fine new theatre." The paper suggests all should attend more regularly. This sort of action by the small weekly suggests the basis of many such editorials in towns across the country where attendance has been shooed away by other forms of entertainment. This column makes the suggestion that a copy of the editorial be obtained from The Watford Guide-Advocate, Watford, Ont.

New theatres in the future include two for Moncton, New Brunswick. Work has begun for one owned by Franklin and Herschorn, while Odeon Theatres (Canada) Ltd. has awarded a contract for erection of a building to replace the old Kent. Moncton has two Odeon houses and two Famous Players units. At present there are 20 standard houses under construction and 27 planned, while the number of drive-ins in work is 25, with nine planned. So far this year, 66 new theatres have opened in Canada, 24 standard houses and 42 drive-ins. Opened recently was the Cinema Joliette, M. Gerard Venne's 600-seat house in Joliette, Que. The 16,064-population city has three theatres now, with Venne operating two of them.

**CINE CHATTER**—Canadian Business carries an article about the Canadian motion picture industry. The story, by Frederick Bell, is of interest to non-movie readers, because it carries little that is new. Its title is "The movies . . . glamorous history . . . competitive future." . . . Mavety's Film Delivery Service in Toronto carries the slogan, "Let's Go to the Movies," on all its trucks. . . . Carson Kerr, Liberty Magazine's show business columnist, is editor Frank Rasky. Rasky is also the author of a biography on Roy Rogers, to come out soon in book form. . . . Film Art Trailers, Toronto, has acquired five subjects, in both 35mm. and 16mm., of the Salzburg Marionettes for distribution in Canada. . . . Children's Aid Society received the coins in the fountain of the Capitol, Ottawa, which patrons tossed in during the run of "Three Coins In The Fountain." . . . Joseph J. Paquette

has taken over the ownership of Hespeler's only house, the Queen's. S. J. Berman remains as manager. . . . Cornelius Joseph O'Connell, 52, manager, Eastview, Ottawa, and James P. Doyle, 77, charter member, Ottawa Local 95, IATSE, passed on recently. . . . Three films produced by the National Film Board of Canada won three awards of merit at the Edinburgh Festival. . . . Although reported only in the rumor stage, it is pretty well confirmed that Clyde Gilmour, former Vancouver Sun critic of films, has taken a position as critic on The Telegram, Toronto. Gilmour also writes and speaks on films for MacLean's, the CBC, and other publications. . . . Reverend Ray McCleary, Protestant Chaplain, Toronto Variety Tent 28, was decorated with the Silver Keystone Award of the Boys' Clubs of Canada in recognition of his long and valued service to the community and especially for his direction of the Woodgreen Centre, Toronto. . . . Cashier and wife of the owner of the Lux, Fort Saskatchewan, Alta., Mrs. Presanowski, was hit on the head with a bottle by a masked bandit who escaped with \$102 in cash. She suffered cuts and a bruise on the head when she battled with her assailant. . . . The IODE honored A. W. Shackleford, president, Majestic Theatres, Ltd., with a presentation in recognition of his bringing British pictures to his theatres. The presentation of a picture of Queen Elizabeth was made at the Capitol, one of the Majestic organization. . . . Julian Roffman is directing a one-reeler for major distribution on Marilyn Bell, the 16-year-old who swam Lake Ontario. Roffman and Ralph Foster, both members of Communications of Canada, formed Meridian Productions to make the picture. Len Peterson, top documentary film writer, contributed the script for the production which will demonstrate the work done by Marilyn for crippled children.

—HARRY ALLEN, JR.

## South Africa

At a recent hearing conducted by the South African import controller's office the recently formed Independent Exhibitors' Association opposed applications by MGM, 20th-Fox, and the Schlesinger organization for permission to import CinemaScope and other new wide screen equipment which have so far been barred. The organization's opposition was based on the contention that the new medium is expensive and impractical for their needs. They maintain that standard 2-D prints of CinemaScope productions are sufficient for current purposes. It is believed that the hearing will have bearing, also, on VistaVision in the market, owing to Schlesinger's association with Paramount here.

## England

Great Britain's four principal trade associations reached an agreement on extension of the Eady plan for three years, with the accord only subject to ratification by the Cinematograph Exhibitors Association General Council. Others in the agreement are the British Film Producers Association, the Kinematograph Renters Society, and the Association of Specialized Film Producers.



RAI HAPVIAION NAH!!!

**SEE** the sacrifice of the captive virgin goddess!

**MYSTERY AND  
TERROR NEVER  
BEFORE SEEN  
ON ANY  
SCREEN!**

"HER NAME WAS  
**XTABAY**  
EVIL...EXOTIC...  
ENTICING...AROUSING  
THE MOST PRIMITIVE  
HUMAN EMOTIONS...  
THE FABLED  
TEMPTRESS OF **THE  
WHITE ORCHID**"

**SEE** a fabulous golden pyramid  
awaits the discovery of a  
thousand years swept!

**SEE** the authentic festival  
of the death-defying flying  
Voladores!

ACTUALLY FILMED IN THE DEEPEST MEXICAN JUNGLES!

**WHITE ORCHID**  
starring  
**WILLIAM LUNDIGAN**  
**PEGGIE CASTLE**  
and introducing  
**ARMANDO SILVESTRE**  
PHOTOGRAPHED **COLOR**  
IN EASTMAN

thru **UA**

Screenplay by David Duncan and Reginald LeBorg • Produced and Directed by REGINALD LE BORG



## Konecoff

(Continued from page 10)

Studio overhead has come down in recent months with the result that more money appears visible on the screen. For instance 48 days were spent in the making of "Desiree" and some \$2,700,000, whereas about two years ago, the same film would have cost the company a million-and-a-half more.

"The Racers," which will probably be released in February or March, is practically completed except for some editing and scoring, and this cost in the vicinity of \$2,600,000 with much of it shot abroad. The CinemaScope lenses really add much to the film, which is expected to gross quite heavily abroad where the subject is a hot one.

He is presently preparing for filming "A Many Splendored Thing," "Good Morning, Miss Dove," and "The View From Pompey's Head," a novel just purchased for \$75,000.

**CONFERENCE CONFERENCE:** Representatives from all branches of the industry gathered at luncheon at the Waldorf-Astoria to witness the windup of last year's Brotherhood Campaign of the National Conference and to welcome the new chairman for 1955, John H. Harris, Harris Amusement Company, Pittsburgh.

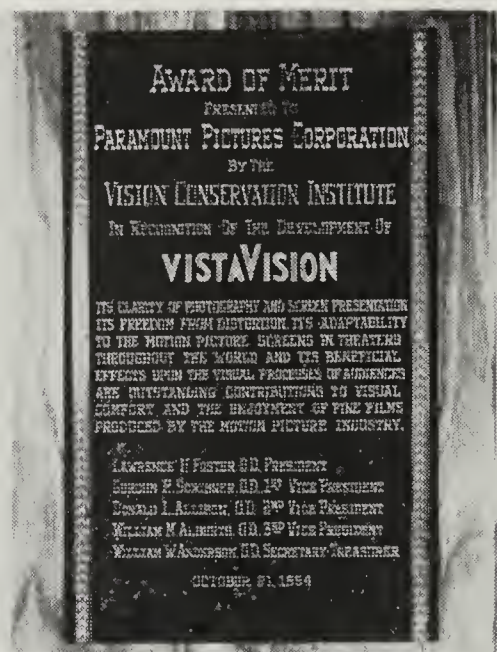
Harris, being one of the founders of the Variety Clubs, has revealed that the organization's officers, past and present, have offered to assist him in putting the drive over, and he noted that the Variety Clubs themselves have shown the kind of job that can be done without heed to race or creed. Jokingly, he thought that if all present were to donate a thousand dollars then the campaign would be over the top. Gerald Shea, president, Shea Theatres, took him up on it and made a \$1,000 donation, surprising Harris.

Sol Schwartz, RKO Theatres president and former campaign manager presented a plaque to last year's chairman, Emanuel Frisch, after paying tribute to him. Frisch praised the trade press for lavish and record coverage of the campaign, as well as Max Youngstein, who headed the publicity committee, and Harry Brandt, Eugene Picker, Sol Schwartz, J. Robert Rubin, Mort Sunshine, and others who assisted. Special mention was made of the cooperation by National Screen Service in getting out the various needed material to the field. Frisch also presented Harris with some constructive advice for this year's campaign.

Dr. Miller Ritchie, president, Hartwick College, discussed brotherhood and education and saluted the industry and its executives. J. Robert Rubin, Loew's, and permanent amusements division chairman, presided.

**WOWIE:** The Episcopal Churchnews, church house organ, recently urged its readers to go to see pictures because of who directed and produced them rather than because of the stars or entertainment value.

**LEISURE TIME:** Back in 1950 it was claimed that TV was killing the boxoffice and that the family was using movie-going time to watch TV shows. Now comes a report from Madge Lewyt, director of



The Vision Conservation Institute, national non-profit educational and public service organization, recently made the above award of merit to Paramount in Hollywood for the development of VistaVision. VistaVision has also received unqualified the endorsement of leaders of the California Optometric Association.

research for a vacuum cleaner manufacturer, that the moviegoer found time to watch TV through labor-saving electrical appliances.

For instance, a vacuum cleaner saves four hours a week; an automatic washer, six hours; a refrigerator, two hours; a dishwasher, six hours; a freezer, three hours, etc., etc.

Thus, says Miss Lewyt, theatres never did lose business because of TV. If a TV show was a top attraction, then it did draw an audience of course, but still the viewer managed to visit the local theatre if the picture was good enough.

**THE METROPOLITAN SCENE:** Special "Desiree" cuff links by B. Blumenthal have been added to the promotion campaign for the 20th-Fox film opening this week at the Roxy. They have a French motif. . . . Mandel Herbstman, former trade paper writer and reviewer, has joined Walt Disney Productions' publicity

## Industry Equipment Exports Increase

WASHINGTON—Nathan D. Golden, director, scientific, motion picture, and photographic products division, Bureau of the Census, announced last week that preliminary statistics reveal that exports of motion picture films and equipment during the first half of 1954 amounted to \$18,457,874, almost 30 per cent higher than the \$14,297,432 figure reported for the comparable period last year. The increase was due largely to higher foreign shipments of 8mm. equipment and theatre equipment, but the value of film exports also increased.

Prominent in the increased equipment exports were large foreign shipments of sound reproducing equipment, motion picture screens, and theatre projection equipment. There were also sizable jumps in the export of 8mm. cameras and projectors and 16mm. sound projectors.

Even here, however, the product shortage was felt as exports of exposed feature films, both 35mm. and 16mm. positive and negative, in the first half of this year totaled 145,305,741 linear feet valued at \$5,237,380, compared to 158,089,070 linear feet valued at \$5,305,560 in January-June last year.

Despite a decline in export of 35mm. positive raw stock for the six month period, there were substantial increases in exports of all other unexposed stock.

department and will concentrate on news stories and special features. . . . Leslie Parkyn, producer of "The Little Kidnappers," dropped in at the Trans-Lux 60th Street where the film has been doing fine and had a long chat with manager Ed Rosenfeld. He left for the coast to work on a film shortly afterwards. . . . Hopalong Abramowitz is supplying a fleet of gilded 18th and 19th century coaches for the premiere of "Desiree" tonight. . . . Okeh pressbooks are out on "Destry" and "The Black Knight."

## This Was The Week When . . .

Marlon Brando and an audience of celebrities attended the Command Performance Premiere at the Roxy, New York, of 20th-Fox's "Desiree," proceeds of which went to the March of Dimes. . . . Fred Schwartz, DCA president, reported that "I Am A Camera" went into production in London. . . . Leonard H. Goldenson, AB-PT president, announced a dividend of 25 cents per share on the outstanding common and preferred stock, payable on Dec. 20 to holders of record on Nov. 26. . . . Dorothy Dandridge, starring in 20th-Fox's "Carmen Jones," embarked on a publicity tour of Boston, Chicago, and Cleveland. . . . Walter Branson, RKO world-wide sales manager, announced that more than 50 theatres have booked "Cattle Queen Of Montana" for Thanksgiving Day. . . . It was revealed that the city selling the most Christmas Seals in relation to population will receive the world premiere of Warners' "The Silver Chalice" as a holiday gift.

The world premiere of Walt Disney's "20,000 Leagues Under The Sea" was set for the Astor, New York, on Dec. 23, with openings at the Fox-Wilshire, Los Angeles, and State Lake, Chicago, on Christmas Day. . . . IFE's "Theodora, Slave Empress," was booked into 20 Texas cities beginning on Dec. 2. . . . Allied Artists' "Tonight's The Night" was set for pre-release in Charleston, Houston, Tex., Minneapolis, and St. Paul, Minn. . . . UA's "Twist Of Fate" had its gala American premiere at the Monroe, Chicago, with stars Ginger Rogers and her husband, Jacques Bergerac, in attendance. . . . Oscar A. Morgan, Paramount short subjects sales manager, announced a VistaVision production program to yield between six and eight shorts per year. . . . Arthur B. Krim, UA president announced that Anatole Litvak will produce and direct three independent films for the company.



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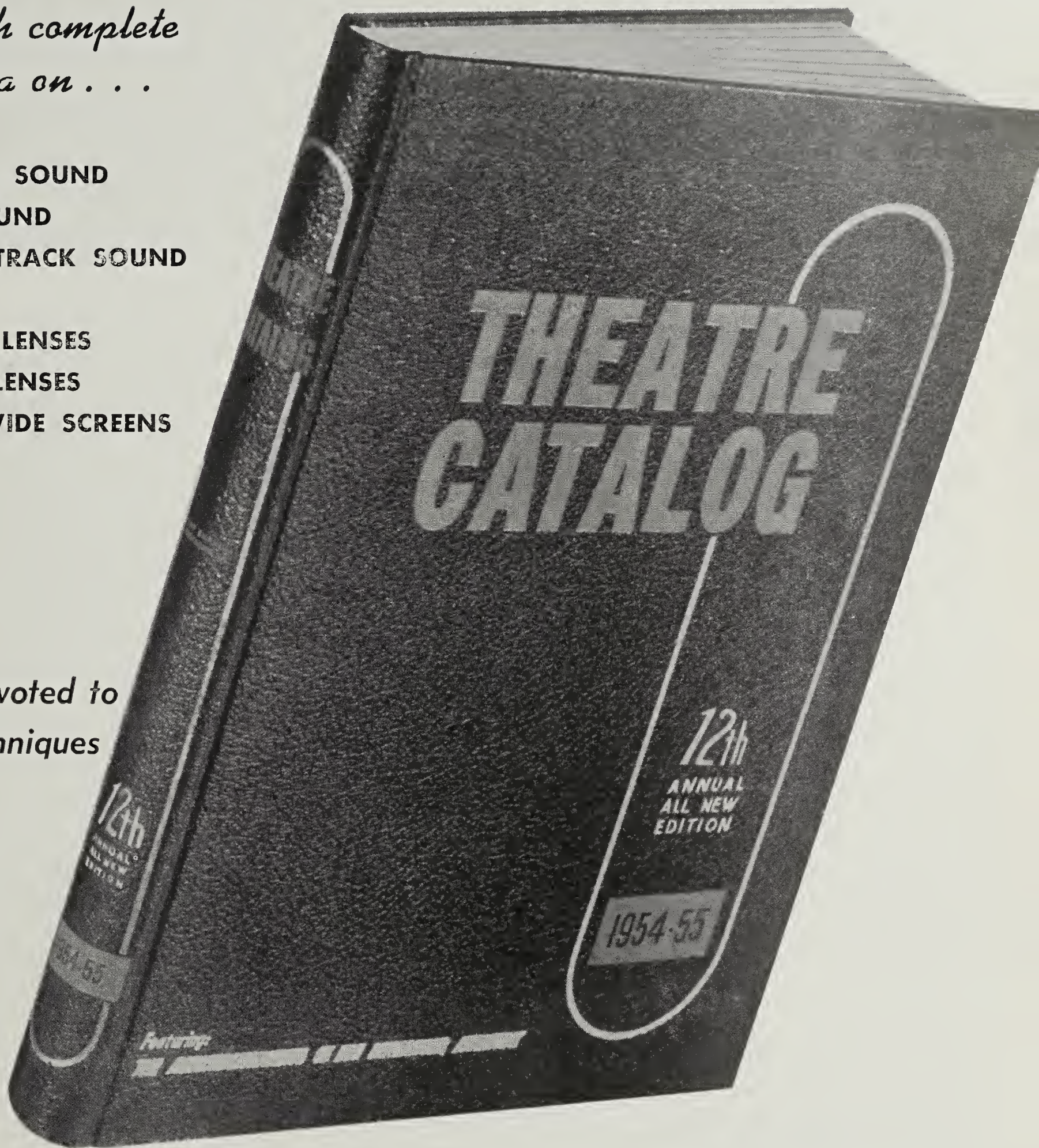
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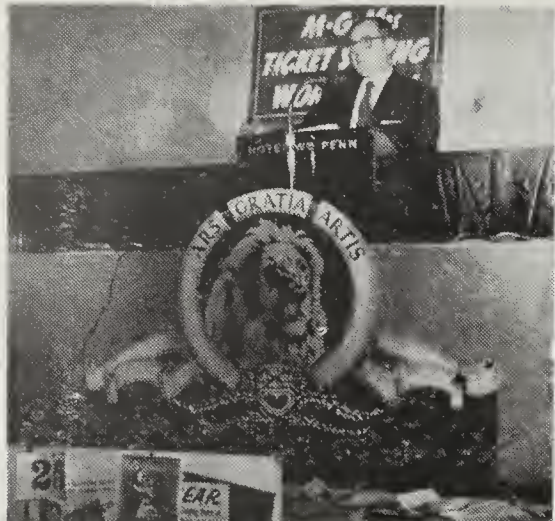
NAME .....

TITLE OR OCCUPATION .....

SHIPPING ADDRESS.....

.....





The first in a series of "ticket selling workshops" was held recently by MGM at the William Penn Hotel, Pittsburgh, and was attended by more than 300 exhibitors, theatre managers, and allied personnel. Seen addressing the gathering are, left to right, Emery Austin, MGM exploitation head,

who emphasized the 33 different services offered by MGM and went down the list to show exhibitors exactly what benefits are accrued from each; Mike Simons, MGM customer relations head addressing the session; and, right, John J. Moloney, the MGM central division sales manager.

## UA Names Winners In Benjamin Drive

NEW YORK—United Artists' New York, Cleveland, and Milwaukee branches have captured the three first-place prizes for the first lap of the "Robert S. Benjamin Drive," it was announced last week by B. G. Kranze, general sales manager and co-captain of the push saluting the company's board chairman.

The New York branch is managed by Joseph Sugar, the Cleveland exchange is bossed by Dave Rosenthal, and Joe Imhof heads the Milwaukee branch.

The Benjamin drive, supporting the "blockbuster-a-month" releasing program recently unveiled by president Arthur B. Krim, will award a grand total of \$50,000 in prizes to winners among United Artists' 32 U. S. and Canadian branches, which are competing in three groups of equal grossing potential.

Runner-up to New York in the first group is Sidney Cooper's Washington exchange, while Mort Magill's Philadelphia branch took third place. In the second group, second-prize money went to the Kansas City exchange headed by R. Amacher, with H. Keeter's Charlotte branch earning third position. The Calgary branch led by Robert Radis finished second in the third group, with the number three spot won by the Pittsburgh branch under James Hendel.

## Boston "New Faces" Honored

BOSTON—Three hundred industryites attended a testimonial luncheon for "new faces in new positions" last week at the Hotel Bradford. Honored were exchange personnel who have been promoted or transferred during the past year. Benn Rosenwald, MGM manager, was general chairman, who introduced toastmaster Arthur Lockwood.

Honored were John Moore and Jack Brown, Paramount; James Connolly and John Felony, 20th-Fox; Judson Parker, Republic; Herbert Schaefer, Buena Vista; Francis Dervin, RKO; Joseph Gins, U-I; Ralph Iannuzzi, Warners; and Bill Madden, MGM. Each was presented with appropriate gifts.

At the head table were Kenneth Douglass and James Marshall, Variety Club of New England, sponsors of the affair; and Theodore Fleisher, chairman, 1954 Jimmy Fund; Martin J. Mullin; and Samuel Pinanski.

## New C'Scope Manual Available

NEW YORK—Publication of a third edition of a 76-page, illustrated CinemaScope technical book containing information for the theatre on all phases of installation and recommended operating procedures with the new entertainment medium was announced last week by 20th-Fox.

Prepared by the film company's technical organization under the direction of Earl I. Sponable, research director, the work is designed "to provide the distributor, exhibitor and operating personnel with some basic understanding of CinemaScope, to indicate equipment changes, to describe installation procedures, apparatus adjustment, differences in handling practice, and precautions which should be observed, as well as certain operating procedures."

Copies of the handbook are being sent to all theatres equipped for CinemaScope and theatre equipment suppliers with distribution to be made through the company's domestic and foreign offices. One section of the comprehensive book is devoted specifically to drive-ins.

## SCTOA Charges Monopoly Practices By Distributors

HOLLYWOOD—The Southern California Theatre Owners Association last week sent to Senator Andrew F. Schoepel, chairman, subcommittee on monopoly of the Senate Select Committee on Small Business, a list of grievances citing alleged "monopoly" practices by the major film producers and distributors.

The association claims that the consent decree, which established competitive bidding for product, has resulted in giving the distributors new price control powers which, it is said, are being used to the detriment of the "individual or small circuit theatre owner."

According to SCTOA the position of the small theatre operator has been aggravated by the production cut-back in Hollywood studios and an alleged reduction in the number of prints available to theatres.

The association urged the Senate committee to act to bring about reforms to help the small theatre owner to "obtain sufficient purchasing power so that he can expect a reasonable profit on his investment."

## Hyman Announces Film Acquisition

NEW YORK—Eliot Hyman, president, Associated Artists Productions, Inc., announced last week the acquisition of 24 new films for theatrical release. The recently organized firm will handle films for both theatre and TV distribution.

Most of the films for theatrical use are English-made, and the first is "Heart Of The Matter," opening at the Trans-Lux Normandie this week. All of the product will be released to TV following approximately two years of theatrical distribution.

The company has also acquired a number of films not shown before on television for theatrical re-release and a package of silent features known as "The Hall Of Fame Classics" for repertory booking on the art circuits.

For television release, the company has lined up 335 foreign and independently produced domestic features. The company also owns 16mm. rights to this list of product.

Hyman said main offices have been established here and regional offices will be open before the end of the year in Chicago, Dallas, Boston, Philadelphia, Washington, Los Angeles, San Francisco, Detroit, Pittsburgh, and Charlotte, completing the exchange setup.

Hyman thought that subscription television should prove successful if and when it goes through providing the right product is available, but he thought that picture business in theatres won't suffer because the public is still interested in getting out for some portion of its entertainment.

## Disney Schedule Set

NEW YORK—Charles Levy, advertising and publicity director, Buena Vista, the Walt Disney releasing organization, announced last week releasing plans for the next year and a half.

In addition to the current release, "Vanishing Prairie," the release of "20,000 Leagues Under The Sea" will take place at Christmas time; "Lady And The Tramp," CinemaScope feature cartoon, will go out in late spring; and "Littlest Outlaw" will go out late in the summer. In addition, "African Lion," a True-Life Adventure, and "Siam," first in the Peoples and Places series, will be released during this period.



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## Rackmil Gains Control Of Decca Records

NEW YORK—Milton R. Rackmil last week became the controlling factor in Decca Records, which he heads, and through Decca, its subsidiary, Universal Pictures, which he also serves as president. With his associates, Rackmil has now obtained control of over 500,000 shares of Decca common. A block of 103,000 shares was acquired recently from Lansall Corporation, investment company. Another sizable block of 75,000 shares passed to Rackmil as voting trustee.

Consolidated net earnings of Decca Records for the nine months ended on Sept. 30, including the company's share of undistributed earnings of the subsidiary, Universal Pictures, amounted to \$2,272,602, equal to \$1.42 per share on 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1953 Decca reported earnings of \$471,593, equal to 35 cents per share on 1,354,158 shares of capital stock outstanding on Sept. 30, 1953. The 1953 earnings did not include Decca's then proportional share of Universal's undistributed earnings.

## Stars To Salute Fabian

NEW YORK—A star-studded cast of stage, screen, and TV personalities will be presented at the 16th Annual Showmanship Dinner of the Motion Picture Pioneers, honoring Si Fabian as "Pioneer of the Year," tonight (Nov. 17) at the Hotel Sheraton Astor, it was announced by Morton Sunshine, entertainment chairman.

Among the celebrities announced as taking part in the "Si Fabian Story," a cavalcade of the industry from the nickelodeon era to Cinerama, are film stars George Murphy and Van Johnson; Lucia Albanese, Metropolitan opera star; Lowell Thomas, famed commentator; John Daly, newscaster; Sherry Britton, dancing star; Dorothy Sarnoff, of "King And I" fame; The Deep River Boys, recording stars; Dore Brooks, society's chanteuse; and Bill Hayes, star of "Me And Juliet." Assisting Sunshine on staging and lighting is Dave Bines, who stages the Palace shows.

## N. J. Theatre Asks \$1,050,000

UNION CITY, N. J.—Marlies Theatre Corporation's Park last fortnight filed in U. S. District Court a \$1,050,000 anti-trust suit against the eight major film companies, Republic, Skouras Theatres, subsidiaries of Loew's, Stanley Warner, and RKO Theatres.

The suit claims that the Park was deprived of first and subsequent run product because of an alleged conspiracy among the defendants.

## Damage Rule Stymies Arbitration

NEW YORK—Al Lichtman, chairman, distributors' arbitration committee, divulged last week to Herman Levy, Theatre Owners of America general counsel, and Adolph Schimel, counsel for the distributors' arbitration committee, that rules for determining the extent of damages is the one point dividing exhibition and distribution from reaching agreement on an arbitration draft at this time.



Republic president Herbert J. Yates was greeted recently, upon his return to the studio, by Jack E. Baker, left, vice-president in charge of studio operations, and Richard W. Altschuler, vice-president and director of world-wide sales. Yates has just completed a month-long convalescence.

## MPAA's Cahill Asks End To Censorship

BALTIMORE—At a hearing on Maryland's censorship statute by a sub-committee of the State Legislative Council last week, Gerard M. Cahill, Motion Picture Association of America legal department, termed it "a part of the nibbling at our fundamental freedoms that is all too prevalent today—an insult to the intelligence of the movie-goer."

Arguing that Maryland's people are hobbled by an archaic system of previous restraint under the present law, Cahill said, "The effectiveness of the assignment that the motion picture has taken on to win friends for America abroad and to influence people for democracy all around the world is imperiled by the sniper's fire of censorship at home. Freedom of information is not selective; we cannot grant it to one medium and exclude another. How can we convince people in other countries of the world of our belief in freedom of expression—in all areas—when we fall short in practicing what we preach? The way to stop it is to root out censorship in free America."

Cahill cited U. S. Supreme Court rulings in film censorship cases, as well as decisions of other courts in Baltimore and Philadelphia. He also called attention to the fact that the Production Code protected the public from indecent or obscene films.

## Paramount Bookers, Salesmen To Honor District Managers

NEW YORK—Paramount's division managers next month will be honored by the company's bookers and salesmen in the final sales drive of the calendar year, "Booker-Salesmen's Month." A. W. Schwalberg, president, Paramount Film Distributing Corporation, announced that the bookers and salesmen themselves elected to dedicate their "month" to the division managers.

To be honored in the December drive are Howard G. Minsky, mid-east; Bryan D. Stoner, central; A. M. Kane, south central; George A. Smith, western; and assistant division managers Gordon Bradley, southern; John G. Moore, eastern; and H. Neal East, western.

## Columbia Toppers Hold Sales Meeting

CHICAGO—One of the most important sales conventions in Columbia history began at the Blackstone Hotel this week, it was announced by general sales manager A. Montague. The meetings are to run for five days.

Eighteen key sales and promotion executives from the home office were scheduled to meet with 38 domestic division and branch managers and the top seven sales executives from the Canadian organization. This is the first time that all the Canadian field sales executives are convening with their United States counterparts.

High on the agenda for the meetings are sales and distribution plans for the many outstanding features on the upcoming Columbia schedule, including the company's first five CinemaScope productions, the Technicolor films "Three For The Show," "My Sister Eileen," "The Violent Men," "The Long Gray Line," and "The Man From Laramie." Also to be discussed are sales and promotion plans for the remainder of the program and the product to be forthcoming from the studio and independent producers in the coming year.

In addition, the sales executives will concern themselves with the continuing liquidation of some of the Columbia successes of the past year, including "The Caine Mutiny" and "On The Waterfront."

Attending from the home office, in addition to Montague, are Rube Jackter, Paul N. Lazarus, Jr., Louis Astor, George Josephs, Maurice Grad, Vincent Berrelli, H. C. Kaufman, Joseph Freiberg, Howard LeSieur, Milton Goodman, Daniel Rothenberg, Seth Raisler, William Brennan, Al Schwartz, Sydney Singerman, George Berman, and Nat Goldblatt.

## TOA Board To Meet

CHICAGO—The directors of Theatre Owners of America decided last week that the mid-winter board meeting of the association will be held in Washington early in February. No selection has been made of a convention city for 1955, although Los Angeles seems favored, since this would bring the group close to production, which is in line with TOA's more product issue.

## SW, Fabian To Move

NEW YORK—It was learned last week that Stanley Warner Corporation and Fabian Theatres, now occupying separate quarters, the former at 321 West 44th Street, and the latter in the Paramount Building, will move their respective home offices to the Stand Theatre Building, 1535 Broadway, early in 1955.

## TNT Opera Debut Is Success

NEW YORK—Nathan L. Halpern, president, Theatre Network Television, claimed that the closed circuit telecast of the opening of the Metropolitan Opera in New York City in 32 theatres throughout the country was "very good."

Ticket prices in these houses ranged from \$2 to a high of \$5, with many houses having sell outs.

Except for a few moments, it was reported that the program came in excellently with only occasional fuzziness



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A record crowd is expected at the Hotel Astor tonight to honor Si Fabian as "Pioneer of the Year" as the Motion Picture Pioneers hold their 16th

Annual Showmanship Dinner. Seen above is Barney Balaban, Paramount president, addressing last year's affair at which he was given this honor.



Seen, left to right, at last year's dinner are Joseph R. Vogel, Loew's; John J. O'Connar, U-I; Very Reverend James A. Pike, Dean of the Cathedral of St. John the Divine; and Herman Robbins, National Screen Service, who is acting this year as dinner chairman for the affair honoring Fabian.



Ernest E. Blake, Kodak, Ltd., board chairman, London, pays tribute to Balaban at last year's dinner. Also seen are Jack Cohn, Pioneers president, and Henry Fard, II, who also attended.



Balaban accepts his plaque designating him "Pioneer of the Year" for 1953 from Eric A. Johnston, MPAA president, with Cohn. Fabian is celebrating his 40th year in the industry.

## MOTION PICTURE EXHIBITOR?

FEATURE

# A Salute To Si

A GROUP of industryites will meet at the Hotel Astor tonight, and for a change, it will make no difference whether they represent production, distribution, or exhibition. What these men have in common is service to their industry, service which in each case has encompassed at least 25 years.

The occasion is the 16th Annual Showmanship Dinner of the Motion Picture Pioneers, a group founded in 1938 through the efforts of Jack Cohn, executive vice-president, Columbia. All persons employed in the motion picture industry for 25 years or longer are eligible for membership.

The organization inaugurated in 1947 the policy of naming and honoring a Pioneer of the Year. Adolph Zukor, Paramount board chairman, who began in show business more than 50 years ago, was the first chosen for this honor, followed by Gus Eysell, president, Rockefeller Center, Inc., and board chairman, Radio City Music Hall, 1948; Cecil B. DeMille, Paramount producer, 1949; Spyros P. Skouras, 20th-Fox president, 1950; the Warner Brothers, Albert, Harry, and Jack, 1951; N. J. Blumberg, U-I executive, 1952; Barney Balaban, Paramount president, 1953; and this year Si Fabian, president, Stanley Warner.

Fabian is the first Pioneer of the Year whose service has been wholly in the field of exhibition and is also celebrating his 40th year in the industry this year. The dinner, which has been designated by Herman Robbins, chairman, as a no speech affair, will be highlighted by a pageant describing Fabian's career, which parallels the industry's rise from the Nickelodeon through the new techniques.



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**CALENDAR**  
*is now being mailed!*

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  - **14 MONTHS** (December '54 to January '56) all on one sheet to facilitate forward and backward booking use.
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  - **ESPECIALLY DESIGNED** for booking purposes by the Publication that is "Theatre-Wise" in all services.
- YOUR RESERVATION CARD HAS BEEN MAILED . . . JUST RUSH IT BACK TO US!**



## About People

**HOLLYWOOD**—It was announced last week by Elmer C. Rhoden, new head, National Theatres, that Frank H. Ricketson, Jr., president, Fox InterMountain Theatres, will take on direction of NT's eastern houses, including the Roxy, New York City. His headquarters will be in Denver. Rhoden will retain his title of president, Fox Midwest Theatres, and divide his time between Kansas City and Los Angeles.

**NEW YORK**—Veteran publicist Samuel J. Friedman has been retained by United Artists to handle advance promotion for "The Beachcomber," Technicolor romantic drama starring Robert Newton and Glynis Johns, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

**HOLLYWOOD**—Sol Lesser and Jack Douglas Productions merged last week to form Television Adventure Films Corporation, and will begin immediate production of a color TV film of real live action series, "I Search For Adventure," which will be syndicated nationally.

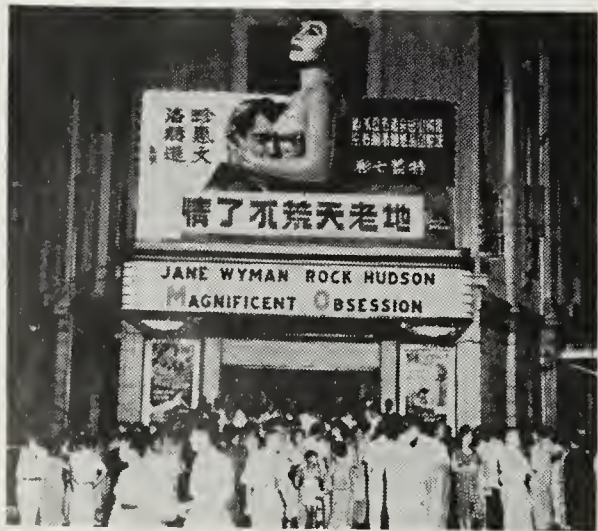
**HOLLYWOOD**—Samuel Goldwyn last week signed Oliver Smith as production designer for his forthcoming "Guys And Dolls."

## AA Signs Producer Code

**HOLLYWOOD**—It was learned last week that Allied Artists had become the latest production company to become a signatory to Screen Producers Guild code of practices, which is designed to establish equitable producer's credit procedure, and establishes machinery to conciliate and arbitrate individual producer's problems with executive management.

This voluntary code of practices, two years in negotiation, was adopted by all major producing companies last August, and provides for a permanent committee of representatives of SPG and AMPP to meet on industry matters.

The Allied Artists move was hailed as yet another step in the establishment of the company in the major class. The company in many other ways recently has endeavored to cast off its "little fellow" classification.



U-I's "Magnificent Obsession" is not only setting box office records in the U. S., but all over the world. Playing at the Lee and Great World, Hong Kong, the picture is setting new highs. The effective front of the marquee display used by the Lee and milling crowds can be seen above.

# The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

### KEY TO "THE LITTLE MEN" RATINGS: (NOVEMBER 17, 1954)



Registering grosses in the highest brackets.



Just fair, nothing out of the ordinary, average.



Good, although not breaking down the walls.



Disappointing, below what was expected.

### Newcomers

BENGAL BRIGADE (87m.) (U-I)	
BLACK WIDOW (95m.) (20th-Fox) (CinemaScope)	
CARMEN JONES (105m.) (20th-Fox) (CinemaScope)	
DOWN THREE DARK STREETS (85m.) (UA)	
DRUM BEAT (111m.) (WB) (CinemaScope)	
FOUR GUNS TO THE BORDER (82½m.) (U-I)	
HANSEL AND GRETEL (70m.) (RKO)	
PASSION (84m.) (RKO)	
SHIELD FOR MURDER (80m.) (UA)	
THE BLACK DAKOTAS (65m.) (Columbia)	
THE BOB MATHIAS STORY (80m.) (AA)	
THE BLACK KNIGHT (85m.) (Columbia)	
THE DETECTIVE (91m.) (Columbia)	
THE GOLDEN MISTRESS (82m.) (UA)	
THE SHANGHAI STORY (90m.) (Republic)	
THE STEEL CAGE (80m.) (UA)	
THREE HOURS TO KILL (77m.) (Columbia)	
WHITE CHRISTMAS (120m.) (Paramount)	

### Continuing

ADVENTURES OF ROBINSON CRUSOE (90m.) (UA)	
A STAR IS BORN (154m.) (WB) (CinemaScope)	
BEAU BRUMMELL (113m.) (MGM)	
BRIGADOON (108m.) (MGM) (CinemaScope)	
FRANCIS JOINS THE WACS (94½m.) (U-I)	
MAGNIFICENT OBSESSION (108m.) (U-I)	
REAR WINDOW (112m.) (Paramount)	
ROGUE COP (92m.) (MGM)	
SABRINA (113m.) (Paramount)	
SEVEN BRIDES FOR SEVEN BROTHERS (103m.) (MGM) (CinemaScope)	
SITTING BULL (105m.) (UA) (CinemaScope)	
SUDDENLY (77m.) (UA)	
THE ADVENTURES OF HAJJI BABA (94m.) (20th-Fox) (CinemaScope)	
THE BAREFOOT CONTESSA (128m.) (UA)	
THE BOUNTY HUNTER (79m.) (WB)	
THE DIAMOND WIZARD (83m.) (UA)	
THE HUMAN JUNGLE (82m.) (AA)	
THE RAID (83m.) (20th-Fox)	
VALLEY OF THE KINGS (86m.) (MGM)	
WOMAN'S WORLD (94m.) (20th-Fox) (CinemaScope)	



## Miscellaneous

### In The Newsreels

#### IN ALL FIVE:

USA: Election results.

#### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 91) New York City: Queen accepts gift in memory of her husband. Hampton Roads Naval Base, Va.: Destroyers crash during maneuvers. Italy: Pope Pius crowns Holy Mother. France: Motoball. New York: National horse show.

NEWS OF THE DAY (Vol. XXVI, No. 221) India: Children greet Nehru in Bombay. Italy: Pope Pius crowns Holy Mother. England: Latest lingerie fashions. Laurel, Md.: International turf classic.

PARAMOUNT NEWS (No. 24) France: Crusade leaders report on tour. Laurel, Md.: International turf classic.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 619) England: Latest lingerie fashions. Seattle: Grunt and groan gridders. Los Angeles, Cal.: Lions claw Rams.

WARNER PATHE NEWS (Vol. 26, No. 26) New York: US kids aid UN needy children's fund. New York: National horse show. Laurel, Md.: International turf classic. Los Angeles: Lions claw Rams.

#### IN ALL FIVE:

San Diego, Cal.: Pogo plane makes first level flight.

#### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 92) Washington: President and Mrs. Eisenhower host England's Queen Mother at White House. Sweden: Mrs. Carl Sommerlatte, U.S. diplomat's wife, routed by Russians, enroute home. Germany: Nazi war criminal Von Neurath freed. San Diego, Cal.: Navy's "Sea Dart" crashes in test flight. New York: Marlon Brando's fiancée. Josanne Mariani, arrives from France. Football: UCLA routs Oregon; Ohio State downs Pittsburgh.

NEWS OF THE DAY (Vol. XXVI, No. 222) Egypt: Premier Nasser cheered on visit to towns of the Nile Delta. Washington: Soviet Embassy celebrates 37th anniversary of Bolshevik Revolution. England: Mrs. Carl Sommerlatte, U.S. diplomat's wife, routed by Russians, en route home. West Germany: Chimps. Football: Army routs Yale; Arkansas downs Rice.

PARAMOUNT NEWS (No. 25) Washington: President and Mrs. Eisenhower host England's Queen Mother at White House. Chicago: TOA honors Danny Kaye. Cary, Ill.: Damon Runyon fund gets mink endowment. Washington: Copyright pact signed by President. West Germany: Chimps. Football: Army routs Yale.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 620) San Diego, Cal.: Navy's "Sea Dart" crashes in test flight. Spain: Stassen and Franco meet. Trieste: Italian President reviews troops. Football: Iowa vs. Purdue; UCLA routs Oregon.

WARNER PATHE NEWS (Vol. 26, No. 27) Washington: Crippled plane lands safely on its nose. Chicago: Thousands fed in defense test. Germany: Nazi war criminal Von Neurath freed. Egypt: Moslem Brotherhood seized after attempted assassination of Premier Nasser, in Cairo. Los Angeles: Christmas seal drive opens. Football: UCLA routs Oregon; Army routs Yale.

### "This Is Your Army" Prints Set For Joint Distribution

NEW YORK—Distribution to exchanges of prints for "This Is Your Army," 55-minute Technicolor picture produced for the Department of Defense, will begin on Nov. 27, it was announced last week by Robert W. Coyne, COMPO special counsel. Release date of the picture is Dec. 13.

Nine major companies are cooperating with COMPO in distribution of the picture, the general sales managers having divided the country into areas with certain exchange territories allotted to each company.

Distribution of press books, prepared by the 20th-Fox publicity department, will begin shortly by National Screen Service, which also will distribute the trailer.

### Cal. House Files Suit

HOLLYWOOD—An anti-trust action was filed in U. S. District Court, Los Angeles, last week by Burton Jones, Capri, San Diego, seeking \$60,000 and injunctive relief to restrain six distributors, Fox West Coast, and other theatre operators from alleged unlawful practices and conduct. Defendant distributors include MGM, U-I, Columbia, 20th-Fox, Warners, and Buena Vista.

### McNerney Is Mourned

SAN FRANCISCO—Dennis J. McNerney, veteran partner of Joseph A. and A. Blumenfeld, owners, Blumenfeld Theatres, a circuit operating 38 houses in this area, died at his home last week.

In addition to his widow, he leaves two sons and two daughters.

### Lapkin Buys SW Common

WASHINGTON—The Security and Exchange Commission reported last fortnight that Nathaniel Lipkin, vice-president, Stanley Warner Corporation, had purchased 11,241 shares of common stock in the corporation.

## Three Campaigns Set For UA's "Mistress"

NEW YORK—Three important national co-op promotions comprising national advertising and local retail support have been set in behalf of United Artists' "The Golden Mistress," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation.

Purified Down Products, manufacturers of cushions and pillows, will boom the action thriller with big-space ads featuring Rosemarie Bowe in Good Housekeeping and The New York Times Magazine. Special counter cards and window streamers will hypo dealer assistance in department stores, furniture stores, decorating and home furnishing shops throughout the country.

The Berkray Coat Company will back "The Golden Mistress" with a big-space insertion in Look magazine featuring John Agar. Penetration on the local level will come from newspaper co-op ads timed to break with local engagements.

Fordham Shirts is spotting a heavy-lineage display in The New York Times Magazine featuring Agar. Department stores and haberdashery shops carrying the Fordham line in every exchange area of the United States and Canada will provide window displays combining scene stills and prominent playdate announcements.

### Tabloids Herald "Brummell"

NEW YORK—MGM announced last week that tabloid heralds of above average quality are now available on "Beau Brummell" through Cato Show Printing Company, Inc., Cato, N. Y. The heralds contain extensive art from the film and stories purporting to be on-the-spot accounts of the activities of the personages in the historical film.

Starring in this production are Stewart Granger, Elizabeth Taylor, and Peter Ustinov.



*Voice of the Theatre*  
REG U S PAT OFF

**LOUDSPEAKERS**

...for the best  
stereophonic  
sound!

**ALTEC**  
LANSING CORPORATION

9356 Santa Monica Boulevard  
Beverly Hills, California

161 Sixth Avenue,  
New York 13, New York

"Specialists in Motion Picture Sound"



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*



The recent gala midwest premiere of UA's "The Barefoot Contessa" drew a sparkling array of international celebrities and members of the diplomatic corps. Shown at the United Artists Theatre on opening night, left, are, left to right, Belgian Consul General D'eeckhoutte and his wife; Dr. L. Garan and Contessa Guilie Belebnessi; Count Rivieri de Calboli, Italian Consul; and Contessa de Calboli; Count and Contessa Daniel de Lattra; Mr. and Mrs. John Hughes; and Baron and Baroness Von Suerstenberg.

Hosting the group at far right is Abe Platt, district manager, B and K Theatres. In the center is seen a real gypsy set up with traditional drapery in front of the theatre, where fortunes were read and tips given passersby to the opening of the film, as arranged by manager Jack Thoma; and, right, some barefoot beauties from a windy city charm school who entered a slick-stemmed contest which underscored the title of the film. In large cities inviting royalty, particularly Contessas, should prove sure-fire.

## Eager Hoosiers Spark MGM's "Paris" Bow

INDIANAPOLIS—One of the most important world premieres this city has had in years created quite a stir among Hoosiers last week as MGM unveiled "The Last Time I Saw Paris" at Loew's.

To signalize the event, MGM developed the biggest advertising and promotion campaign ever projected for a picture in this city. The high spot was the personal visit of Van Johnson, one of the stars in the film, for interviews, TV and radio appearances. A parade of 25 French sport cars greeted him at the airport. Delegations of teen-agers from Butler College and high schools were on the reception committee and served as hostesses at the premiere performance. The Indianapolis Star played up a contest to select "Indiana's Good Will Ambassadors To Paris," a couple picked for a Parisian vacation via Scandinavian Air Lines. Johnson made the award from the stage on opening night.

Telephone interviews with Elizabeth Taylor and Helen Rose, costume designer, garnered important space in The Times and The Star. A special column on the business pages of the newspapers told of the commercial aspects of a world premiere, how it brings to the city money as well as excitement. A tieup with the merchants' Downtown Indianapolis Days, a retailing merchandising promotion, lent added prestige to the world premiere, and nearly all of the radio and TV stations had special features.

## Exhibitors Get "Hansel" Notes

NEW YORK—More than 1,000 leading exhibitors and theatre circuit officials have received a letter from Herbert H. Greenblatt, RKO domestic sales manager, explaining the unprecedented number of promotion tie-ups for Michael Myerberg's "Hansel And Gretel."

Enclosed with the letter are a broadside of outstanding reviews from New York newspapers, where the Technicolor feature is running at the Broadway, national magazines, and trade papers, and a color souvenir book which details the 15 years of research behind the development of Kinemins, electronically-controlled dolls which perform in the screen version of the Humperdinck opera.

## Radio Plugs "She-Wolf"

NEW YORK—Pre-release engagements of the Republic presentation, "The She-Wolf," are being backed by heavy radio campaigns in Buffalo, for the engagement at the Lafayette, and in Chicago, where the Jules Levey picture opened at the Loop.



Lou Weisberg, Character Merchandising, Inc., is seen with some of the more than 150 items his company has tied-in with Michael Myerberg's "Hansel and Gretel," a current RKO release. Local licensees across the country will promote their individual products in conjunction with local theatres playing the Myerberg feature.

## DCA's "Long John" Sets Treasure Hunt

NEW YORK—An unusual cooperative merchandising promotion has been arranged on behalf of the forthcoming CinemaScope Technicolor film, "Long John Silver," between Albert Margolies and Company and Macy's. The deal was handled by Edith Prigozy of the Margolies organization and Joseph Liebman of Macy's.

Involving more than 500 motion picture theatres and 5,000,000 people in the Greater New York area, the promotion will be initiated after the Christmas and New Year holidays, and will extend for a two-week period.

Hewing closely to the story line of "Long John Silver," which was produced by Joseph Kaufman and will be released by Distributors Corporation of America, the theme of the promotion will follow a treasure hunt pattern. It will be publicized and advertised as the "Long John Silver" Treasure Hunt.

The treasure hunt will involve two basic steps for all entrants, a visit to a theatre in the New York area and a visit to three specially designated merchandise areas in Macy's New York store.

Grand prizes, as well as secondary ones, will be offered to achieve peak interest in all population categories. All age groups will be eligible as participants.

## Skin Divers Aid "Underwater!"

NEW YORK—The country's skin diving clubs, whose members swim and fish underwater with the help of aqualungs, goggles, and rubber frog's feet, will participate on a national and local level in the promotion of RKO's "Underwater!" The clubs have offered their full cooperation, and plans are being worked out for the world premiere of the film, the first to be released in Superscope, which will be held on Dec. 21 at the Fox, St. Louis.

## DEAL DIRECT AND SAVE

on Quality Theatre Equipment

Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE



**First American products, inc.**  
1717 Wyandotte St., Kansas City 8, Mo.



# CANDYDLY SPEAKING

IF AN EXHIBITOR REMAINS who has any doubts that concession operation plays an increasingly important role in the theatre business, the activity in the exhibition hall of Chicago's Conrad Hilton Hotel during the recent TESMA-TEDA-TOA-IPA trade show and conventions would have dispelled them.

For the first time, the International Popcorn Association participated in the event, and lively exhibitor interest in the new products and techniques designed for more efficient off-the-screen selling gave eloquent testimony that IPA booths and forums were among the more informative aspects of the huge exhibitor conclave.

An interesting sidelight to the discussions on extra profits items was an account of the surprising success with the sale of hot dogs in indoor theatres in certain areas. Drive-ins have long recognized the value of merchandising this item and the discussion indicated that certain indoor houses as well might find the popular frankfurter an important part of their extra profits operation.

The question was raised whether theatres were overpricing concession items through the handling of more expensive merchandise. Examples offered indicated, however, that the public was highly susceptible to effective merchandising, and, if properly packaged and presented, the introduction of certain higher priced extra profits items could very well increase concession income all the way down the line.

TOA delegates attending the comprehensive concessions forum also learned much from experts on various phases of concession sales. New vending machines, on display at the trade show, were discussed in detail, and the forum also served as a sounding board where small theatremen could reap the benefits of merchandising and research conducted by the large circuits.

IPA's convention debut was indeed auspicious, and congratulations are in order for outgoing president John J. Fitzgibbons, Jr., his successor, Bert Nathan, and all connected with the trade show and forum.

—AL ERLICK.



Cooperating with THE COUNCIL ON CANDY OF  
THE NATIONAL CONFECTIONERS' ASSOCIATION



**Popcorn Is A Nutritious  
Food**

Cooperating with the  
INTERNATIONAL POPCORN  
ASSOCIATION  
Dedicated to serving the popcorn  
and concession industries.

# EXTRA PROFITS





turn a few *square feet* into  
a nice  
*round profit!*



When you install vending equipment for Coca-Cola in a few square feet of lobby space, a nice round profit starts to show in your ledger. That's because theater patrons from coast to coast have become accustomed to enjoying refreshment with their entertainment. Ice-cold Coke, of course, is *real* refreshment. It's a real profit-maker, too. For the details on a wide variety of vending equipment, get in touch with The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.





Seen at the booth of the Automatic Products Company, New York, are Chuck Glass, Sam Rosenblum, and Mel Rapp. Crowds flocked here.



Seen at the booth of the Berlo Vending Corporation, Philadelphia, are Henry Rolnick, Martin Greer, and Ralph Pries, all quite interested.



The Star Manufacturing Company booth drew Fred W. Young, Bob Neann, G. T. Tookey, Sam Rosenblum, and Bill Moran, interested in popcorn.

## Concessions Show Sparks Convention

There can be little doubt that one of the most important and informative sessions conducted at the recent IPA-TOA-TESMA-TEDA convention and trade show held in Chicago's Conrad Hilton Hotel, was the Concessions Forum. Those fortunate enough to attend could not help but benefit from the wealth of concession data that was discussed.

Under the capable direction of Van Myers, of Wometco Theatres, a panel of experts gave a short address on their specialty and then answered questions from the floor.

### Popcorn

The first subject to be discussed was popcorn, and in his talk Carl Siegel, Stanley Warner Management Corporation, advised that the type of theatre and where it is located was one of the determining factors in deciding whether to use pre-popped corn or to pop it on location. It was readily agreed that one of the key selling lures was the animation of the corn as it starts to pop. However, it was also pointed out that in many cases the attendant is not capable of making the popcorn properly, either by using too much seasoning, burning the corn, etc. One of the prime advantages of purchasing pre-popped corn, it was said, was that it insured uniform quality and eliminated the danger of the concession stand attendant making any errors.

One point which was heavily stressed by every member of the panel was that the use of buttered popcorn greatly increased sales and concession stand revenue, and it was strongly recommended that every theatre add this to their other extra profits items.

### Soft Drinks

The tremendous improvements made in automatic drink machines in the past few years was pointed out by Harold Newman, of Century Theatre Circuit. Based on his experiences Newman said that profits were greater with multiple drink machines, and he pointed out that the trend is toward six, eight, and 10 drink machines, with some dispensers making use of two cup stations.

One of the important recent trends in automatic beverage dispensers is the combining of carbonated and non-carbonated drinks in the same machine. The introduction of hot drinks such as coffee, was also noted with favor.

In a discussion of the merchandising of drink machines Newman stressed the value of dressing up the dispenser with lights, and various forms of animation. It was suggested that even the cleaning and filling of the dispensers can aid sales as people are usually curious to see the inner workings of the machine. When doing this, however, make sure that the machine is spotless both outside and inside, Newman explained.

Kendall Way, of Interstate Theatres, continued the beverage discussion by suggesting the value of using nationally advertised syrups, the reasoning being that these items are easiest to sell. Another advantage is the many point of purchase advertising items which are supplied by these large manufacturers.

The size of the cold drink market was illustrated by Way when he said that one out of every four persons will purchase a cold beverage, thus offering a huge potential to theater concession sales. It was suggested that a theatre dispenser should have a minimum of four selections, including one non-carbonated drink. The vital necessity of maintaining the proper temperature for the drinks was underlined by Way.

The question of selling beer at drive-ins was brought up, and both the panel and the overwhelming majority of those attending the meeting agreed that such a practice could do nothing but harm the reputation of the entire industry, and possibly lead to adverse legislation.

### Ice Cream

The role of ice cream in the concession picture was discussed by Lee Kogan, of RKO Theatres. He briefly reviewed the history of ice cream merchandising from the days when the bulky unsightly fixtures were usually hidden under the

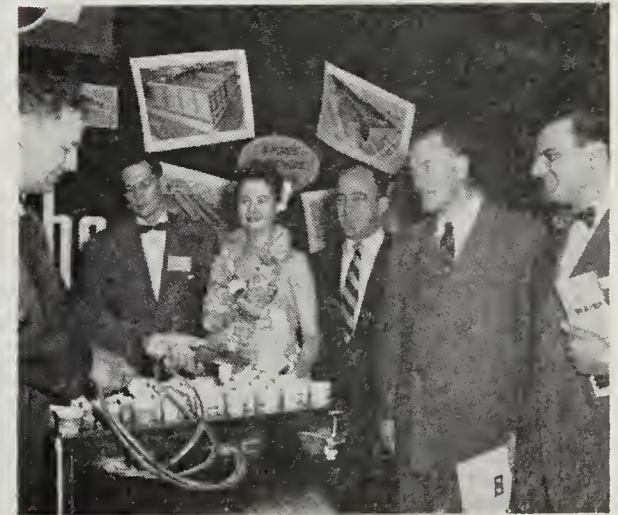
(Continued on page EP-6)



C. Cretors and Company, Chicago, popcorn equipment, had at its booth, Ed Chrisman, Howard G. Vaughan, C. Cretors, and Dan S. Lawson.



Eugene Sullivan and G. T. Toohey are seen at the Henry Heide Company booth. Every available foot of trade show space was utilized.



Seen at the Selmix Dispensers, Inc., booth are O. Follow, Carl Yoder, Wyn Gruber, P. Panagos, G. Packard, and N. E. Stassen, checking items.





Seen at the Steel Products Company booth are Louis Kerasotes and L. W. Woolfolk. Exhibited was an automatic coffee-maker for drive-ins.



Seen at the Orange Crush Company booth are John Groves, A. B. Witkenwicz, R. D. Cooley, and Philip Briggs. The trade show was a success.



John Groves and David F. Ryan are seen at the popcorn oil display of C. F. Simonin and Sons. All phases of merchandising were demonstrated.



Seen at the Nestle booth are chocolate fanciers E. M. Casswell, Philip L. Lowe, and H. E. Sullivan. The entire trade show had 196 booths.



Seen at the booth of the Hollywood Brands, Inc., candy firm are Ed Kubicki, John Willi, G. R. Edgar, and Roy Culley. Delegates learned much.



Charles Galli and Joe Guadino are seen at the booth of Superior Refrigerator Manufacturing Company, where beverage dispensers were seen.



Another trade show group shot discloses the mob around the booth of Hires Root Beer. The IPA exhibits were in the south hall of the hotel.



Seen at the booth of Manley, Inc., popcorn supplies, are Bob Warner, A. T. Rowe, Nathan Blumenfeld, Carroll Owens, and Betty Jestadt.



Mars, Inc., candy company, also manned a concession booth in the trade show and seen are W. E. Rockett, Jerome Silver, C. A. McDonough.



Another popular trade show site was that of the Canada Dry Company, and seen are John Mooney, Charles Duncan, and model Cindy Jewel.



Another attractive booth set up in the concessions portion of the trade show was the one manned by Switzer's Licorice Company, St. Louis.



A group of thirsty exhibitors and other conventioners gather around one of the favorite trade show booths, that supplied by Pepsi-Cola.



The woman who comes into your theatre is

figure conscious,  
fashion conscious...

That's why she prefers to refresh without filling. Pepsi-Cola is the modern, light refreshment made to suit her modern taste. The modern idea in refreshment makes more sales for Pepsi-Cola in more and more theatres . . . in whatever form it's served.

The biggest advertising program in Pepsi-Cola history is designed to appeal to today's slimmer, trimmer, modern women.

Because Pepsi-Cola has kept up with this modern trend, it's more popular than ever. Cash in on the new popularity of today's Pepsi-Cola for more soft drink sales in your theatre.

For today's taste, today's living  
Pepsi-Cola is the light refreshment



Now is a beautiful time to live in. The middle-aged are young. The old, middle-aged, and the young are more than ever a pleasure to live in.

Almost everybody looks and feels more youthful, because almost everybody has learned to pass up health as well as looks. In keep waistlines down and figure slender.

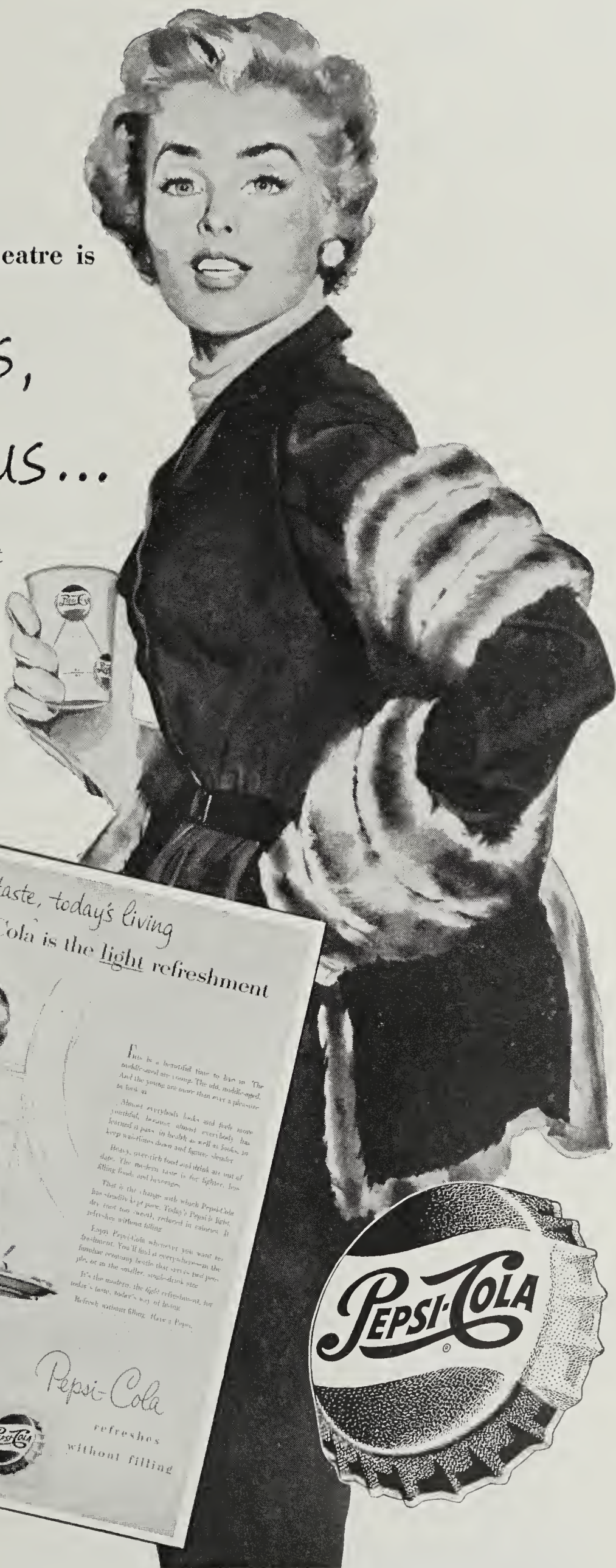
Heavy, over-rich food and drink are out of date. The modern taste is for lighter, less filling food and beverages.

That is the change with which Pepsi-Cola has recently kept pace. Today's Pepsi is light, refreshing without filling.

Enjoy Pepsi-Cola whenever you want to refreshment. You'll find it everywhere—in the job, or in the smaller, single-serve size.

It's the modern, the light refreshment, the today's taste, today's way of living. Refresh without filling. Have a Pepsi.

Pepsi-Cola  
refreshes  
without filling





"My, that popcorn smells good...  
let's go back and get some!"

**ONLY**

**popsit plus**

**WITH BUTTERLIKE FLAVOR AND AROMA—  
BRINGS 'EM BACK EVERY TIME!**

Check the  
plusses  
of  
Popsit Plus

the only popping oil with a real butter-  
like flavor  
measures more accurately  
pours readily in all kinds of weather  
costs less per bag  
produces fewer "duds"

**popsit plus!**

ONE GALLON  
27 LBS.  
LIQUID  
POPCORN  
POPPING

**Made of American Ingredients—Always Available!**

**popsit plus!**

Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

**POPPING OIL SPECIALISTS TO THE NATION**

*We're the Switzer Twins!*

*...HY' ENJOYMENT and LO' CALORIE*



**Millions of people will**

Hear us on **RADIO...**

See us on **TELEVISION...**

and in **NEWSPAPERS**

AND ALL THE TIME WE'LL BE  
**SELLING...**



NOW  
AVAILABLE  
IN

**4**

POPULAR SIZE UNITS —

**BARs 5¢ and 10¢ sizes**

**BITE SIZE in BAGS**

**6-BAR take-home package**

**DISPLAY IT... IT SELLS ITSELF— BUT FAST!**

SWITZER'S • ST. LOUIS



The Nehi Corporation drew J. B. Cooper, John Marshall, G. McCormack, D. Beijer, J. W. Hamlin, Donna Kime, C. L. Patrick, and R. D. Hielas.

(Continued from page EP-3)

counter, to the modern transparent displays which are given prominence in the concession layout. As an indication of the growth of ice cream's appeal, Kogan said that in his circuit ice cream product sales jumped 350 per cent in the period between 1949 and 1953. Kogan also said that in the past year they have been converting to a self-service type of ice cream operation, and reported that one theatre in the mid-west showed an increase of 119 per cent after changing to open display units.

In addition to counter display cases, Siegel suggested the additional use of ice cream vending machines, stating that 90 per cent of the Stanley Warner theatres use such equipment. A discussion of the type of products to stock brought the comment from Van Myers that the Wometco theatres had its greatest success in selling novelty ice cream items which are not normally found in neighborhood stores. The question of price was brought up but open discussion quickly indicated that this was a local problem that differed in each section.

### Hot Dogs

The subject of hot dogs, which have only recently been introduced in indoor theatres, was discussed by Sam Ruben, of ABC Vending. It was Ruben's opinion that this item would sell best in neighborhood houses, and in areas where the patrons were mainly from the lower income bracket. It was explained that the attempt to sell hot dogs in center city first run situations had not proven successful. One of the reasons given was that this type of audience usually has eaten before coming to the theatre, or plans to do so immediately afterwards.

(Continued on next page)



The Rowe Manufacturing Company also demonstrated its line of automatic merchandising equipment, explained by Charles H. Brinkmann.





The booth devoted to Dad's Root Beer attracted John L. Friedlund, J. M. Longston, Ed Bright, and Mrs. J. M. Longston. Exhibits were jammed.

(Continued from preceding page)

Cleanliness and the proper training of the attendant were named as the two most important elements in successful selling of hot dogs in a theatre. A suggested method of handling was to have the attendant pick out the roll with a napkin, place the hot dog in the roll with stainless steel tongs, and then hand it to the patron. In this manner the hot dog is delivered with the attendant never having actually touched the item.

### Candy

Dropping his role of moderator temporarily, Myers gave a short address on candy as a concession stand item. He pointed out that the merchandising must be geared for impulse buying, and therefore how the candy is displayed is of vital importance. Myers said that the best results may be achieved by using open mass displays. Although a customer may be willing to wait until the attendant can take his money after selecting an item, he often will not

wait the same length of time to have the attendant wait on him. Myers said that experience proves that there is a minimum of theft with open displays, and that if there are heavy losses it usually indicates a careless or dishonest sales force.

According to Myers another method of increasing candy sales is to use active selling techniques.

### Drive-Ins

Certainly one branch of exhibition that realizes the importance of concession stand operations is the drive-in. The final segment of the Forum was devoted exclusively to the outdoor theatre.

Philip L. Lowe, of Theatre Candy Co., Inc., made the statement that the national average as regards drive-in concession sales is more than 20 cents per adult admission. This helped to underscore the

part that extra profit operations play in the drive-in.

The final address was made by Spiro J. Papas, of Alliance Theatre Corporation. His main topic was that of cost controls. He explained how his circuit increased the sale of concession items in their drive-ins by insisting that each theatre bring in at least 30 cents in sales per adult admission. This was further broken down into averages for specific items. They were eight cents for popcorn, nine cents for cold drinks, five cents for sandwiches and hot dogs, four cents for ice cream, two cents for candy and two cents for miscellaneous items. These amounts were based on food costs with stress placed on those products with the lowest per item cost. The third part of the program was to insist on certain yields from each item. As

(Continued on next page)

## EXTRA PROFITS

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Associate Editor, Al Erlick

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Manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Harold Sharp, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego, N. Y.

# The house is packed for Nestlé's Bars!



#### SENSATIONAL NESTLÉ'S CRUNCH BAR

The all-out favorite of the fans— that milk chocolate bar with the crunchy goodness.



#### NESTLÉ'S NEW COCONUT BAR

Another Nestlé winner— rich milk chocolate, with shredded coconut, for delicious, delightful eating.

#### PERENNIAL STARS— NESTLÉ'S MILK AND ALMOND

When your patrons think of fine chocolate, these two bars rate high.

#### NOW! NESTLÉ'S BARS ON "SPACE PATROL"

Nestlé's Bars on network TV will reach your customers every single week. Coast-to-coast hookup on 50 stations!

10¢ Crunch, Milk, Almond and Coconut available coast-to-coast  
—5¢ Crunch, Milk and Almond available except on West Coast.  
All sizes packed  
100 bars per case.

See your Nestlé Representative  
or write for more details to

## THE NESTLÉ COMPANY, INC.

2 William St., White Plains, N. Y.



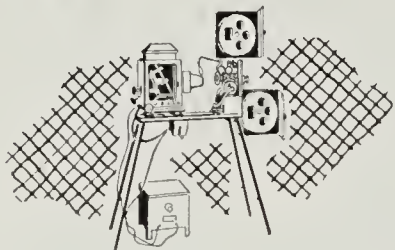
(Continued from preceding page)

as example there should be 10 hot dogs to the pound, at least 12 boxes of popcorn per pound, etc.

By careful attention to product control, food costs and yields Papas said that it was possible to conduct a concession stand that will show greatly increased net sales and net profit. Papas said that the average net profit should be 50 per cent. It was pointed out that in some cases by proper controls and merchandising concession grosses have been larger than the box-office take.

The session ended with the showing of drive-in intermission trailers being offered by Pepsi-Cola, Coca-Cola, Armour, and a special UPA color cartoon, "The History of Popcorn."

## Would You...



use projection equipment  
like this?

## Then Why...



try to use this?

As a wise businessman and exhibitor, you know that you must use modern projection equipment. But perhaps you are still trying to get by with an outdated popcorn machine. A check on your equipment will show you that an old popcorn machine is cutting down on your profits and costing you money in lost popping volume.

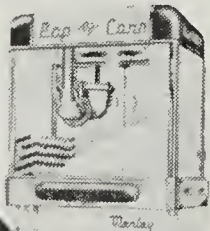
Now, here's your chance to modernize your concession . . . increase your popcorn profits. Manley wants to prove to you the economy and profits advantages of operating a modern new Aristocrat. To do this Manley will give you an exceptionally good trade-in allowance on your present machine on a new Manley Aristocrat. Act now! Write direct, or call your Manley representative today!

**The Modern New Manley Aristocrat**  
designed to give you  
greater popping volume  
. . . increased profits.  
Get the whole story . . .  
check into this trade-in  
offer right away.

Address Dept. EX-1154



**MANLEY, INC.**  
1920 Wyandotte St.,  
Kansas City 8, Mo.



## A Look Inside

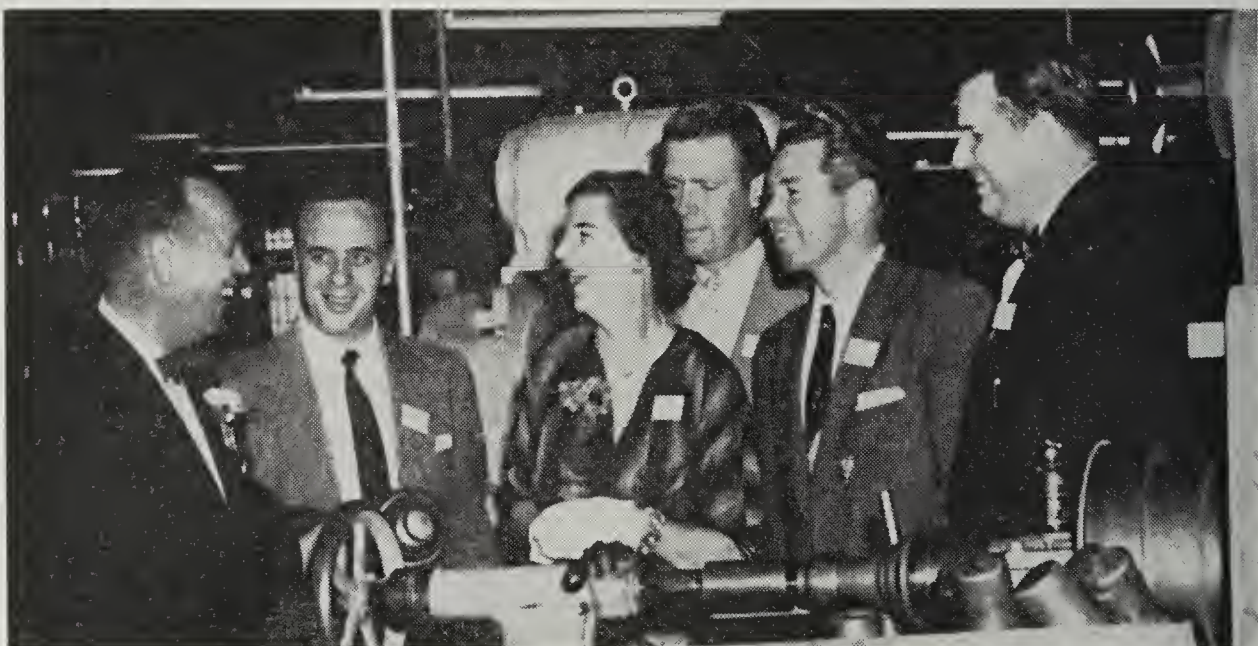
# Helmco's New Home



Seen is a view of the new \$500,000 plant in Chicago of Helmco, Inc., where new production facilities provide a continuous flow production line which enables material received to move smoothly through the plant until it arrives in the shipping department as a finished product. New products are expected.



Enjoying the hospitality of the president's new office at Helmco's open house celebration for 600 customers, dealers, and friends are, left to right, Judge John J. Kelly; Mrs. George Nikopoulos; Colonel Herman E. Lacy, Helmco president; George Nikopoulos; and Matthew J. Fitzgerald, chairman, Michigan Avenue National Bank. Colonel Lacy said that new facilities will speed up the production and delivery of the 50 products presently made and provide increased opportunities for development of other items.



Frank R. Lacy, Jr., left, Helmco executive vice-president, describes a spinning operation in manufacturing Helmco hot cups to Stu Patterson, American Restaurant Magazine; Marie Berube, Fountain and Fast Foods Magazine; Jake Fendley, American Restaurant Magazine; Roy Adams, Institutions Magazine; and Paul Gillespie, Chain Store Age Magazine. The modernistic new plant is located on a five-acre site.



# PHYSICAL THEATRE



With more equipment, and more displays than ever before, the TOA-TESMA-TEDA Trade Show proved to be a goldmine of information for theatremen who came to learn more about the latest equipment.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 9, No. 12 November 17, 1954

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**GOOD PICTURES WILL NOW PULL IN**

*Even* **BIGGER BUSINESS!**

A means of building increased patronage is now available in the use of the revolutionary new Wagner—



## **FLUORESCENT PLASTIC CHANGEABLE COPY LETTERS**

(Neviol U. S. Pat. No. 2486859. Other patents pending.)

—an entirely different type of letter, exclusive with Wagner and adaptable with economical modifications to all existing Wagner frames.

Formed in clear plastic and processed with a newly developed and patented process fluorescent material, each of these letters, by the use of "black light" becomes a separate, actual light source not dependent on transmitted visible light or the translucence of the sign face. *They Create Colored Light Rather Than Lighted Co'or.*

### **UNBELIEVABLE BRILLIANCE AND DISTANT READABILITY WITHOUT GLARE**

The extreme brightness and strikingly DIFFERENT colors, impossible with other letters, make them especially ideal for installations which are "hedged in" by an abundance of competing light. They are also unusually effective by natural daylight.

### **THE ONLY THIRD-DIMENSIONAL ILLUMINATED LETTERS EVER MADE!**

The black light affords a uniformity of illumination of every letter virtually impossible with previous types of lighting.

### **GUARANTEED LONG LIFE**

Not to be confused with signs which employed front illuminated fluorescent materials, these new letters are processed on the back and will not pass the ultra-violet rays of the sun. They are accordingly extremely fade-resistant.

### **BIGGER BOXOFFICE—GREATER PROFITS**

Attracting the attention of more people always means better business, for people go to the theatre more often when they know what is playing. That's only natural. Theatres with obsolete displays will not be able to compete with those equipped with this powerful new type of advertising.

### **GET BUSINESS YOU NEVER GOT BEFORE**

You can now do something about the matter of whether they patronize you or the theatre down the street. Wagner Nevivol letters impart a new look to any theatre front. Leading theatremen at the recent TESMA-TEDA-TOA-IPA equipment show in Chicago were quick to see the advantage of Wagner Nevivol letters and have already ordered them installed.

### **NICE THEATRE—GOOD PICTURE—NO AUDIENCE?**

Don't let an old-fashioned display board steal your profits. Wagner Nevivol letters are not expensive, but failing to use them *can* be costly.

**GOOD PICTURES *Plus* NEVIOL LETTERS *Means* BIG BUSINESS!**

Write, wire, or phone for further details and prices NOW!

**WAGNER SIGN SERVICE**

218 S. HOYNE AVENUE

CHICAGO 12, ILLINOIS



## LAYING IT

# On The Line

## The Class of '54

Although each Trade Show is a separate and complete operation, it is difficult not to compare the one recently held with the TOA-TESMA-TEDA Trade Show conducted last year.

Anyone who had been present for both events could immediately notice a change, both in the attitude of the theatremen, and the manufacturers and dealers. Last year, there was an almost hysterical desire on the part of theatre operators, to get on the Trade Show floor and see for the first time the new lenses, sound equipment, screens, etc., that they suddenly needed if their theatres were to keep up with the technical advances. Throughout the entire Show, each display booth was crowded with people asking for definitions, explanations, information, and advice. The mood was not unlike that of college students cramming for a sudden examination for which they were wholly unprepared.

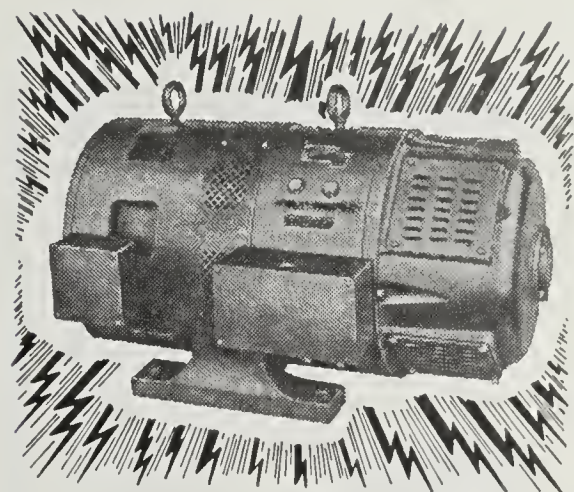
Manufacturers and their dealers found themselves in the role of instructors, and this educational program continued long after the Show closed.

This year, many of the same exhibitors returned, but it was quickly evident that most of the class had graduated. Interest was still high, and the Trade Show was given careful scrutiny by all those attending. However, there was not the mood of confusion that was so prevalent at the previous Show that it was almost possible to physically touch it. At this Show, the theatremen could walk through the exhibition hall and fully appreciate the literally thousands of items all designed to aid him in operating a better theatre.

The problem of education is a difficult one in the motion picture industry, and this department believes that the equipment manufacturers and dealers deserve recognition for the fine job that they have performed in their, usually unwilling, role of teacher.

As for the Trade Show itself, the TESMA-TEDA organizations can once again take a deep bow for a splendid effort. Evidence of the careful planning and hard work, which of necessity must be used in generous portions if such an operation is to succeed, was to be found in every corner of the giant exhibition hall. The trend toward bigger and better trade shows is continuing, and the one held this month gives the planners of next year's event quite a record to beat.

**PHYSICAL THEATRE** • A sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.



**POWER**  
with a **PLUS!**

**ROBIN-ESCO**  
*Super-power*

## MOTOR GENERATORS

A quality product built especially for motion picture projection service.

The model shown above is intended for wide screen service and is available in 60 volts—145 amperes, 80 volts—135 amperes. These units may be operated on a continuous basis at these ratings.

## ROBIN-ARC' 3-Phase Selenium RECTIFIER

*For Wide Screen Projection*

A dependable, efficient, uniform D.C. power source. Engineered by pioneers in the motion picture field. Designed specifically for wide screen projection. Immediate Delivery.

### NEW "RO-RO"

*for single-phase current*

A newly patented attachment now permits satisfactory operation of 3-phase rectifiers off single-phase lines. Send for details.

Write, Wire or phone  
for details

Sold through  
independent supply dealers



**J. E. ROBIN, INC.**

Motion Picture Equipment Specialists  
267 Rhode Island Avenue  
EAST ORANGE, N. J.

Manufacturers of  
RECTIFIERS • MOTOR-GENERATORS  
SCREENS • PROJECTION LENSES



# BIG

Get the

## PROJECTION ARC LAMP

**NATIONAL  
EXCELITE  
"135"**

Be sure to get the lamp that is readily adaptable to all types of modern screen presentation.

National's Reflect-O-Heat unit permits the great increase in volume of light at the mammoth new screens, without a corresponding increase in heat at the aperture.

The Automatic Crater Positioning Control System insures that both carbons are so fed as to maintain a correct arc gap length and to keep the position of the positive crater at the exact focal point of the reflector. Thus, throughout the presentation, the screen light is always of the same color, without variations from white to either blue or brown. The projectionist is accordingly freed from the necessity of constantly supervising the arc so that he can devote himself to the care of other technical features of projection which are not on an automatic basis and which require continual attention.

The arc is stabilized by a stream of air which maintains a prescribed system of ventilation of the area surrounding the arc. This air jet prevents the hot tail flame of the arc from reaching the reflector, supplies enough oxygen so that no black soot is produced, and keeps white soot from collecting on the reflector in such quantity as to absorb heat which would cause breakage.

Unit construction permits easy removal of the elements for inspection in servicing.

DISTRIBUTED BY

**NATIONAL  
THEATRE SUPPLY**

Division of National Supply & Equipment Co.

"THERE'S A BRANCH NEAR YOU"

A SUBSIDIARY OF



**GENERAL  
PRECISION  
EQUIPMENT  
CORPORATION**





## A Report On The Theatre Equipment Forums

"WE will never again stand still technically."

This remark made by Earl Sponable, research head for 20th Century-Fox, appears to be an accurate description of the general impression that was given at the New Processes and Equipment Forum conducted by TOA, TESMA, and TEDA at their recent convention and Trade Show in Chicago's Conrad Hilton Hotel.

The hundreds of theatre operators, equipment manufacturers and dealers who crowded the auditorium quickly made it evident that they were abreast of the many technical advances made in recent months. The experts who addressed the assembly found interested but well informed listeners; contrasting the confusion which characterized last year's session.

### VistaVision Explained

The opening address was made by Loren Ryder, director of research for Paramount Studios, who discussed wide screen systems, with the emphasis on VistaVision.

After offering a brief explanation of how the process was developed and what it was designed to accomplish, Ryder revealed that all VistaVision films from Paramount would be released in three forms. There would be the standard 2-D prints, which could be shown in any ratio from 1.33:1 to 1.85:1, and would not require any special equipment or changes in booth procedures. An anamorphic print that could be shown in a 2-1 ratio would

also be made available, and the third form would be the double-frame horizontal print for use with the recently introduced horizontal projectors. Ryder pointed out that Paramount did not advise using the double-frame prints on screens under 50 feet in width, and suggested this form of print would probably be restricted to use in the very large indoor houses, and the larger drive-in theatres.

## PHYSICAL THEATRE

Vol. 9, No. 12 November 17, 1954

Going into more detail about the use of the double-frame negative, Ryder said that it was decided to use the double 35mm. frame rather than a larger size of film because Paramount's tests indicated that the double 35mm. negative gave the best results. Ryder also stated that by staying with the standard 35mm. film size it was possible to get the greatest degree of quality for the largest number of theatres, which is in keeping with Paramount's announced intention to bring the best possible projection to all theatres in the world with a minimum amount of equipment changes.

Seen above is a view of the experts who conducted the forum held on equipment and the new systems, and some interested viewers.

The "greatest bottleneck" of quality film presentation, according to Ryder, is projection, regardless of the system employed. One of the chief problems was said to be buckling or pin cushioning of the film in the gate. A device to combat this pitfall has been developed by Paramount, Ryder indicated. To raise the general level of theatre projection Ryder advised that projection equipment with better movements should be developed; efforts should be made to reduce film flicker, wiggle, and weave; there should be a greater use of water cooling and air jets, and the development of devices to improve focusing.

Ryder said that he saw no real light problem for VistaVision projection in any but the very large indoor and outdoor theatres. In his closing remarks Ryder said that it was his belief that the industry should stop thinking in terms of specific and fixed aspect ratios, but see to it that the picture fills the entire proscenium.

### CinemaScope Discussed

The next speaker was Sponable who, after giving a brief summary of the growth and development of CinemaScope, said that "startling" new improvements could be expected in the future.

Discussing the current version of CinemaScope, Sponable said that in many theatres the system has not, and is not being shown correctly because of changes made by the exhibitors, and that in many

(Continued on page PT-14)



# Record Number of Booths And Attendance Made For A Trade Show Triumph

EQUIPMENTWISE the theatreman of today knows what its all about.

This seemed to be the most outstanding impression received on the floor of the largest combined Trade Show in the history of the industry. Everyone seemed to agree that the pent-up and almost desperate desire for fundamental information, that ran like a bright thread through the show last year, was not to be found this time. Of course this situation is easily explained by the fact that by now most of the theatre operators attending had installed all or some of the recently introduced projection and sound systems.

One equipment manufacturer who has had an exhibit at all the previous Trade Shows, jokingly summed up this new attitude of the theatremen by saying, "Last year they were asking us about the systems and the equipment—this year they are telling us."

Despite this lack of surface enthusiasm there is no doubt that the Trade Show was given close scrutiny by those exhibitors attending. As for the attendance, it was reported that close to 4000 persons spent time examining the 196 booths that covered every conceivable facet of the physical end of indoor and outdoor theatre operation.

## Visually Impressive

Visually there can be little argument

that the 1954 TOA-TESMA-TEDA-IPA Trade Show was the most impressive ever organized. The booths and equipment displays all reflected the great amount of time and effort that must have gone into their design. It was quite apparent that the equipment manufacturers had sensed that the theatre operators would take a bit more coaxing to get them into their booths, and they responded by applying a generous dose of showmanship to their technical skills.

Although there were no startling products introduced at the Show almost every manufacturer had new or improved equipment to show. One of the items to receive a good deal of attention was the Neviol fluorescent plastic changeable copy letters introduced by Wagner Sign Service. Another piece of equipment seen generally for the first time was the Perspecta Sound integrator unit designed and built by Stelma, Inc. The fl.7 projection lenses recently introduced by Kollmorgen also was the object of much interest. At the Walter Futter booth the Vidioscope anamorphic lens was highlighted. However, Futter also had an fl.5 lens on view, although he was not too anxious to discuss it thoroughly. If this lens is optically correct it is the fastest projection lens presently available anywhere.

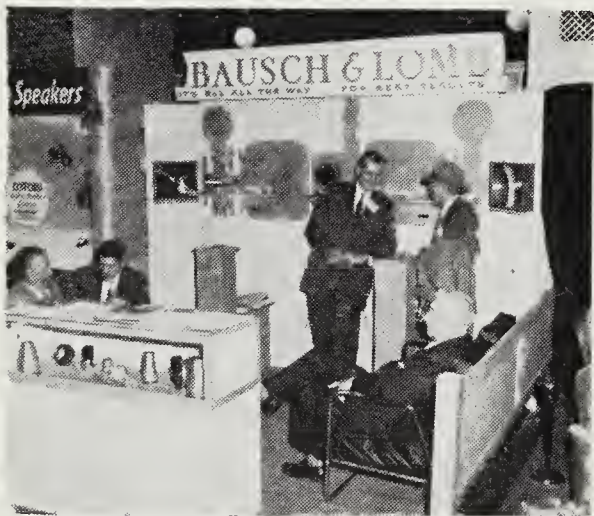
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Seen above at the display of International Seat Corp. is Harry Switow, D. H. Dewey, and J. H. Elder. There was much interest in seating shown by the theatremen who attended this trade show.



Seen at the DIT MCO exhibit is George Higginbotham, George Heller, Art E. Trotzig and Bill Dassow. The booth featured many products, which have application in the drive-in theatre.



Seen above in the usual left to right order: At the Bausch and Lomb booth is Nash Weil, A. E. Neumer, T. J. Mulroy, Ralph A. Peterson. Seen at the Century Projector display are L. W. Davee, W. D. Hausler, Mack Pearce, P. E. Comi, and Mr. and Mrs. Henry Miller. Below: At Fairchild booth is C. J. Bachman, Albert E. Kern and E. E. Olson. At LaVezzi are S. F. Conrad, William H. Ingram, and Worth Baird.



The Stelma booth is seen with R. T. Van Niman, Burton Bernard, and Charles March. This firm introduced its new Perspecta Sound integrator for the first time at the giant TESMA trade show.



Seen at the Kollmorgen booth are W. H. Ingram, J. A. Fetherston, Kurt Pannasch, Harry Burke, and D. C. Milne. The optical concern featured its very fast f 1.7 lens, recently introduced.



# Why Strong Rectifiers are Always Preferred...

## **STRONG HEAVY-DUTY SELENIUM PLATE RECTIFIERS**

Designed especially for continuous operation with CinemaScope, VistaVision, 3-D, and all Drive-In presentation.

Requires no attention or maintenance.  
Dependable operation even in damp climates.

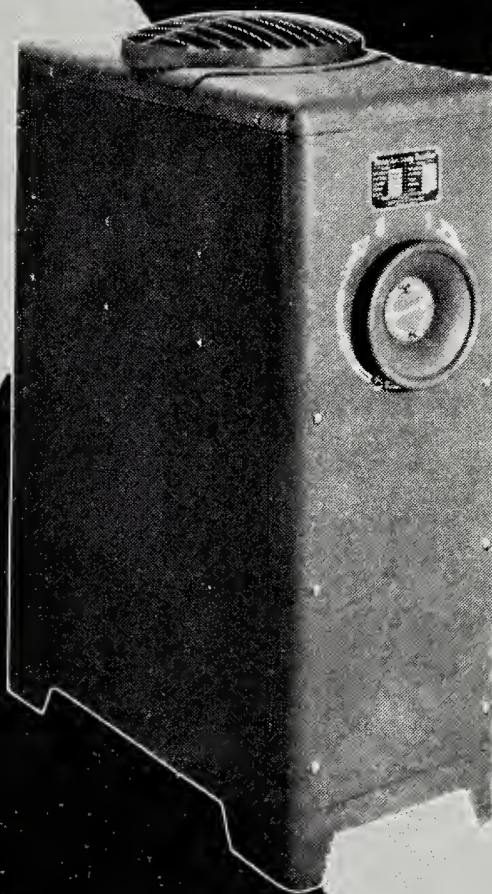
90-135 Ampere High Power Rectifier for use with 11mm regular carbons or 10mm "Hitex" carbons.

80-110 Ampere for use with 10mm carbons.

70-90 Ampere for use with 9mm carbons.

60-75 Ampere for use with Suprex type carbons.

All models may be used with angular or coaxial trim lamps.



Efficient operation of each type and rating of projection arc necessitates a rectifier specifically engineered to its particular requirements.

That is why Strong manufactures a complete line of rectifiers, which includes one for every type of lamp. Strong rectifiers are the only rectifiers on the market which are especially designed, manufactured and tested in one plant, together with and for use with motion picture projection arc lamps.

Every Strong rectifier assures smooth output current, long life, low operating temperature, and flexibility in control. Transformer taps provide adjustment to compensate for supply voltage variations through a range of 10% above or 10% below the rated A.C. input voltage throughout the output rating range. Fine taps on the primary are connected to an 8-point external manually controlled switch which permits output adjustment while the arc is burning and without the necessity of reconnecting wires.

## **STRONG TUBE-TYPE RECTIFIERS**

4-Tube—6-Tube  
Single Phase—3-Phase  
Rotating Feed Angular Trim  
and Copper Coated Coaxial Trim  
High Intensity  
1 KW High Intensity  
and Low Intensity  
40-50 60-70 70-85 75-90 Ampere Ranges

## **THE STRONG ELECTRIC CORPORATION**

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Please send free literature on Strong Rectifiers

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THEATRE \_\_\_\_\_

STREET \_\_\_\_\_

CITY & STATE \_\_\_\_\_

NAME OF SUPPLIER \_\_\_\_\_





Seen at the Ideal Seating booth is Harry Topler, Oscar Neu, W. A. Gedris, Jr., "Speed" Hoover, W. A. Gedris, Jake Elder and Archie Trebow. The exhibit seemed to please everyone attending.



The General Register booth is seen with Rudy Boston and Hilding Karlson. Many theatremen and dealers made it their business to see what this veteran firm had on exhibition at the show.



The attractive display of the Wollensak Optical Company is seen with Eugene Turula, Norman Kuegler, M. E. Frosh, and Miss Dixie Blake. As would be expected, the lenses evoked interest.



Seen at the Miracle Whirl Booth is F. H. Kershaw and L. W. Phelps. This large display area featured the company's line of attractive and well-built playground equipment for drive-ins.



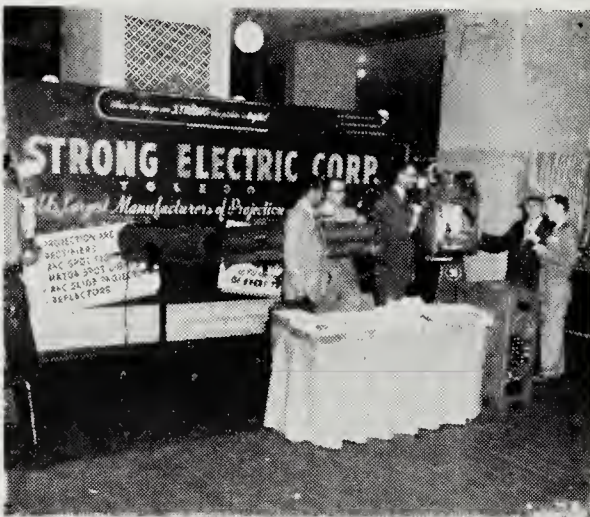
The Adler Silhouette Letter Company display is seen with Dick Strauss, Alice Davis, Nathan Golden and Ben H. Adler. This colorful display attracted the attention of many theatre operators.



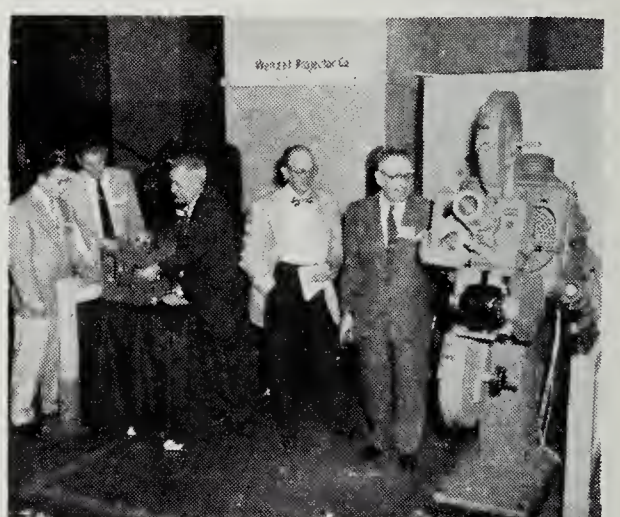
The J. E. Robin booth is seen with Gio Gagliardi, Albert Kern, Ed Comi and Emil Kern. With the interest in projection equipment still running high, this display did not lack for attendance.



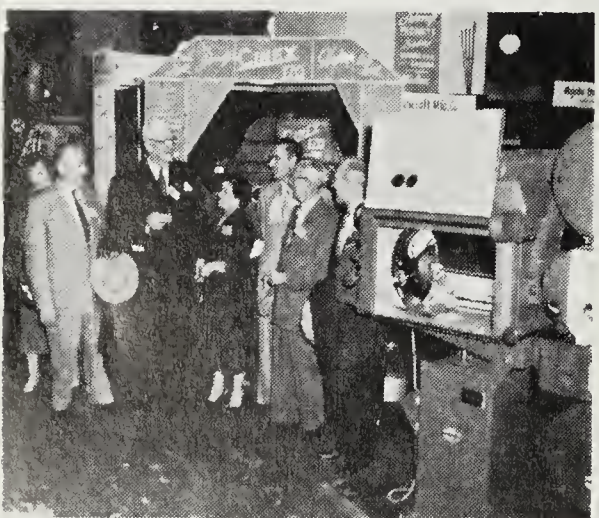
The size of this group at the Radiant display offers graphic proof of the attending theatremen's desire to see and learn more about the Super Panatar variable anamorphic proj. lens.



The Strong Electric exhibit is seen with L. M. Wutke, Walter J. Frick, Arthur Hatch, Lew Walters, and Cliff Callander. As always, this was a place to see fine equipment and get information.



The Wenzel Projector Company had this fine booth. Seen examining some of the equipment are Jack Bennis, H. H. Buchanan, Charles Williams, Edwin K. Hosnier, and Fred J. Wenzel.



Seen at the Ashcraft booth are Harold Abbott, Howard Blockwood, Mary Ashcraft, S. Chauikhas, Erwin Peterson, and Clarence Ashcraft. This display housed many items of interest and value.

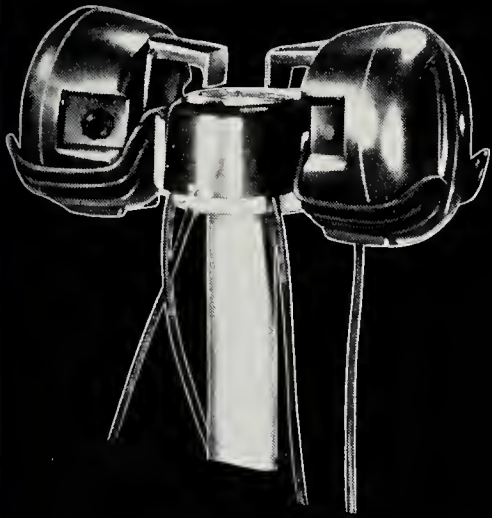


As always, the National Theatre display was given the close scrutiny of exhibitors who found the modern equipment necessary for proper indoor and outdoor theatre operation, exhibited.



One of the displays which received a good bit of attention of those who visited the trade show was Bell and Howell's, seen with Somer James, Murray Swigman and J. T. Debish.





### THE DELUXE PLASTIC SERIES

The only speaker with a full 5" speaker unit. The best sounding speaker ever developed.

*The  
World's Oldest  
Manufacturer  
of Theatre  
Equipment*



### THE RAINMASTER SERIES

The only speaker unit with a raincoat. Unbelievably resistant to rain, snow or dust.

**The Hero Will Not Lisp When They Hear Him Over Motiograph Speakers**

*Your patrons have the right to expect good sound. Don't give them cause to complain*

## **MOTIOGRAPH NOW OFFERS 3 LINES OF IN-CAR SPEAKERS**

*to meet the requirements of every theatre.*

*You'll have better sound while you S-t-r-e-t-c-h your equipment dollars with Motiograph. Arrange for a demonstration by your nearest qualified theatre equipment dealer.*

### THE 7800 ECONOMY SERIES

Low in initial and maintenance cost. Speakers with full 4" unit as low as \$5.50 each. Junction Boxes as low as \$4.50 each.



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## A Simple, Inexpensive Way To Save Floor Coverings With

# Furniture Rests

**T**HE pesky problem of indentation of resilient flooring, the scratching and marking of hardwood floors, and the matting of carpet fabrics by the legs of furniture can be solved so easily and inexpensively that it is surprising that it remains a problem at all. The answer is the use of furniture rests.

### Specially Designed

Furniture rests available today have been specially designed to prevent indentation and scratching of almost any flooring material by even the heaviest pieces of theatre furniture. The rests are made for almost all types and sizes of furniture, and are generally so designed that they are unobtrusive, sometimes an even attractive addition to the legs of the furniture.

The principle of furniture rests is simple. They merely distribute the weight of the furniture over a wider area, allowing more of the floor to share in the weight supporting chore. The rests also provide a smooth, easy sliding surface to the points of furniture so that the floor finish is not scratched or marred by the movement of the furniture.

Resilient floors, like asphalt tile, linoleum, rubber tile, cork tile, and the new family of plastic materials are softer and quieter underfoot than other type floors. Because of these same resilient qualities, however, concentrated weight—weight which remains in one spot over a period of time—may result in depressed spots under the legs of the furniture. The same weight mars the carpet fabric also.

### Safe Floor Loads

Resilient floors will stand loads up to a point without showing ill effects, the same as non-resilient floors. For example, linoleum, one of the most popular types of resilient floors, can withstand a limit of 75 pounds per square inch without denting. With asphalt tile, the limit is 25 pounds; cork tile, 40 pounds. Rubber tile will take as much as 200 pounds to the square inch without indentation.

Often, however, the weight demands are greater than the safe limit. Then furniture rests or cups are needed.

### Various Sizes and Shapes

Furniture rests and cups come in various sizes and shapes. Basically, four types of rests are recommended: Nail type, cotter pin type, rests for metal tubular furniture, all with ball and socket construction, and cup types—both round and square.

The type of furniture leg largely determines the type that should be used. Where the leg is solid wood, either the nail type or cotter pin type can be inserted after a hole is bored in the leg.

(Continued on page PT-12)



There are many types of furniture rests (above) which may be used to help preserve the floors in a theatre. The chart (below) indicates the pressure that may be applied to various types of flooring.

Weight (Per Leg) of Fully Loaded Furniture	Linoleum and Plastic Flooring	Linotile	Excelon Asphalt	Rubber	Cork
Up to 50 lbs. Per Leg	1-3/16" dia.	1-3/16	1-5/8	1-3/16	1-5/8
50-100 lbs. Per Leg	1-5/8	1-3/16	2-17/32	1-3/16	2-7/64
100-150 lbs. Per Leg	1-5/8	1-3/16	1-3/4	1-3/16	2-17/32
150-200 lbs. Per Leg	2-7/64	1-3/16	2	1-3/16	2-17/32
200-250 lbs. Per Leg	2-7/64	1-5/8	2	1-5/8	2-17/32
250-300 lbs. Per Leg	2-17/32	1-5/8	2	1-5/8	2-17/32



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# SMPTE Pays A Tribute To Technical Brains Of Industry At 76th Semi-Annual Meeting

LOS ANGELES—The engineering "miracles" wrought by the technical "brains" of the motion picture industry were credited as the major contributor to the revitalizing of the motion picture business during the past year.

Speaking at a luncheon of the 76th semi-annual convention of the Society of Motion Picture and Television Engineers, Herbert Barnett, president of the society, declared that technical achievements made possible new techniques for the production and presentation of entertainment films which brought the American public flocking back to the boxoffice.

Moreover, he stated, the technical revolution which started with the success of wide-screen pictures is still underway, and further developments now in progress hold the promise of providing even greater artistic freedom in film production with resulting theatre presentations attractive beyond those available today.

For five days the nation's top motion picture and television engineers exchanged technical information in 16 sessions at which almost 60 papers were delivered.

Highlight of the get-together luncheon, which was held at the Ambassador Hotel, was the presentation by the SMPTE of annual awards for significant technical accomplishments in the fields of motion picture and television engineering.

Annual awards:

Lorin D. Grignon, 20th Century-Fox Film Corporation, was presented the Samuel L. Warner Memorial Award for his engineering work in stereophonic sound now widely used in wide-screen film presentations.

For the first time in the history of the SMPTE, a Special Achievement Award was presented to Earl I. Sponable and Herbert E. Bragg, also of 20th Century-Fox, in recognition of their personal contributions to the development of anamorphic motion picture photography and projection resulting in the commercial success of CinemaScope. This develop-

ment exerted an influence of major importance on the motion picture industry, the citation stated.

Ray D. Kell, research scientist of the RCA Laboratories Division of Radio Corporation of America, was the recipient of SMPTE'S David Sarnoff Gold Medal Award for outstanding achievements in the development of television and important contributions to the development of color television.

The SMPTE Journal Award, for the most outstanding technical paper originally published in the Society's Journal during 1953, was presented to Armin J. Hill, Motion Picture Research Council. His paper is titled "A Mathematical and Experimental Foundation for Stereoscopic Photography."

Honorable mentions were given to A. V. Loughren, F. Dana Miller, Otto H. Schade, Edward Schmidt and Ernest W. Franck, and William B. Snow. A special mention was given John A. Norling.

A special award was also presented to Arthur C. Downes for exceptional service to the SMPTE as chairman of the society's board of editors.

Following the luncheon, the first of three color television technical sessions was held with Axel G. Jensen, television research director of Bell Telephone Laboratories, as chairman. Papers delivered at this session included "Colorimetric Aspects of Television Color Film Pickup" by Skipwith W. Athey of General Precision Laboratory; "Multi-Channel Television Relay Station" by George R. Sutherland, U. S. Naval Ordnance Test Station, China Lake, Cal.; and "Test Instruments for Color Television Broadcasting" by John W. Million and Robert K. Hunsicker, Wickes Engineering and Construction Company.

Also on the program was a viewing of NBC's first Monday evening color television spectacular. The 90-minute program was viewed on a battery of nine color TV receivers.

## SMPTE Honors 16 With Awards Of Fellowship

LOS ANGELES—Awards of Fellowship in the Society of Motion Picture and Television Engineers were presented to 16 members at the society's semi-annual banquet.

The new Fellows are: Philip G. Caldwell, John R. Clark, Jr., Albert A. Duryea, Ralph H. Heacock, Armin J. Hill, Lester Isaac, U. B. Iwerks, and George Lewin.

Also, Everett Miller, Harry F. Olson, Richard H. Ranger, Reid H. Ray, Hazard E. Reeves, Ralph A. Teare, R. Edward Warn, and James L. Wassell.

## C. M. Rigsbee and C. R. Odden Promoted To New RCA Positions

CAMDEN, N. J.—Clifford M. Rigsbee has been named Administrator, Consumer Products Analysis, Product Planning, of the Radio Corporation of America, it was announced by Barton Kreuzer, RCA's Director of Product Planning.

Prior to his new assignment, Rigsbee had been manager of Commercial Service for the RCA Service Company. He joined RCA in 1950 after nearly 25 years in the retail merchandising field.

Conrad R. Odden will succeed Rigsbee in the RCA Service Company position.

## Furniture Rests

(Continued from page PT-10)

The ball and socket feature allows tilting of the furniture without having the rest leave the flatness of the floor. The larger square and round cups are for use on furniture with legs of wide diameter.

Until recently, suitable rests for furniture with round, hollow, metal legs were hard to find. Since then, a new kind of rest specifically designed to "cure" this condition has been introduced to the market. When this rest is inserted into the hollow leg, a serrated, parachute-type washer expands preventing the rest from disengaging.

The recommended size of the rest or cup is controlled by the weight of the particular furniture. Charts which list the sizes of rests in relation to the weight are compiled on the basis of the weight received by one leg. The charts are used as a guide to the size of the furniture rest required. For example, on an 800-pound piano the floor surface under each leg would receive 200 pounds of possible indentation weight. The rest used would be the one shown on the chart for 200-pound weights. In the case of linoleum, a rest two and seven sixty-fourths inches wide would be needed for each leg. One two inches wide would be required for asphalt tile, since the type of floor makes a difference, too.

Rests should not be limited to furniture used on resilient flooring and carpeting. The same rests will protect wood floors as well, and on concrete floors the rests will prevent the legs from cracking and chipping.

Furniture rests are so economically priced and so quickly and easily installed that there's little reason why they are not universally used to prevent indentation and damage to fine flooring surfaces.



Herbert Barnett, outgoing president of Society of Motion Picture and Television Engineers (center), presents engraved gavel to president-elect John G. Frayne. Barton Kreuzer (left), RCA, newly elected executive vice-president, looks on. Election took place at Society's semi-annual convention.



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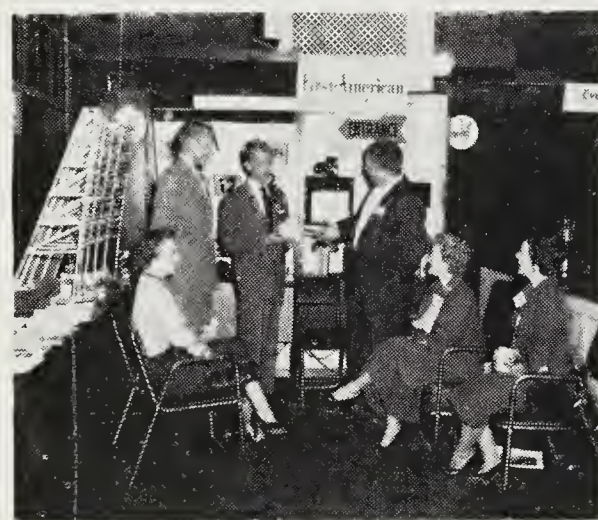
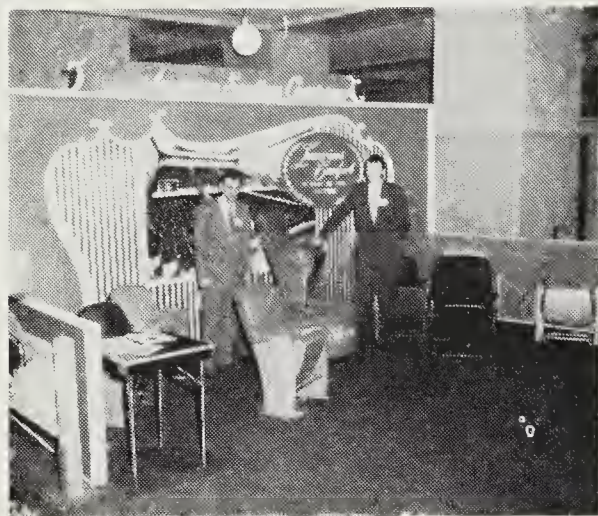
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## Theatre Equipment Forums

(Continued from page PT-5)

cases a true CinemaScope picture has never been shown. He made a plea for correct installations.

In a discussion of magnetic sound heads used in stereophonic sound systems, Sponable said that a head should give 600 to 800 hours of use under proper conditions. He also reported that work was progressing on the use of a recently developed substance called Alfenol which should greatly reduce the problem of magnetic sound head replacement. The new material was said to give much better quality in addition to its longer life, and a model has already been tested for 900 hours with no sign of deterioration.

As regards the problem of stereophonic sound equipment demagnetization, Sponable and Loren Grignon, also of the 20th-Fox research staff, reported that they knew of no instance where the magnetic track was lost as a result of demagnetization. They also stated that, in most cases, it was not necessary to degause or demagnetize the projector frequently.

On the left, in the usual order: The Motiograph exhibit which showed equipment of today and yesterday attracted many people. Seen at the American Seating booth are Larry Kunz and D. O. Nickolson. The attractive First-American booth is seen with Mr. and Mrs. Harold Foster, Brooks Noah, Richard Wiles, Jr., Mrs. Richard Wiles, and Mrs. Brooks Noah. Seen at the Heywood-Wakefield booth are Charles Rukas, Herman Fields, Harold Kaplan and Don J. Smith. At the Superior Electric booth is A. Stechens and G. Laliberte, looking at the attractive display.

On the right, in the usual order: Seen at the combined displays of Raytone Screen and Projection Optics are some of the many theatremen who visited this interesting exhibit. The Theatre Specialties booth is seen with Gordon Thompson, Miss Jacobson, Helen Drozd, Mrs. M. J. Whiteside, Pete Panagos, N. E. Stassen, and Mrs. S. T. Jacobson. This happy group at the Eprad display includes Bill Boudouris, Carl While, Marianna Boudouris, Al Boudouris and his daughter, Vicki. Seen at the National Carbon booth are E. J. Comi, J. R. Johnstone and Ken Doubllass. Seen at the Altec display are L. D. Netter, Jr., Roy Martin, and A. A. Ward, who seems interested.

## Lenses

The problem of lenses was introduced by a short address from A. E. Neumer, of the Bausch and Lomb Optical Company. Neumer made the point that depth of focus is dependent upon two factors; speed and magnification. He said that the faster the lens and the greater the magnification, the poorer will be the depth of focus. Since in most wide screen presentations it is necessary to use a faster lens and a much higher degree of magnification in order to fill the screen, Neumer said, it is very important that the proper lens be used.

## Manufacturers' Role Explained

J. F. O'Brien, of RCA, gave the Forum a brief recounting of the equipment changes made in the past five years, and pointed out that although manufacturers of theatre equipment have benefited from recent events, that many of the same firms have taken heavy losses by researching, producing, and stocking such things as theatre television systems, and 3-D equip-







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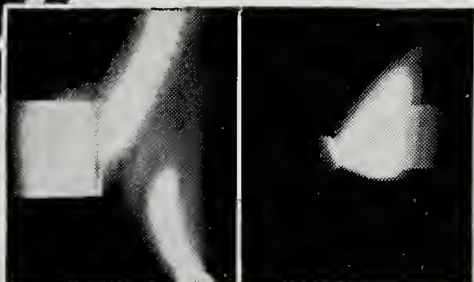
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ment. O'Brien stated his company's view that four-track magnetic sound was best and should be installed in most theatres. The subjects of screens and screen brightness were placed in the capable hands of A. J. Hatch, of Strong Electric Corporation, and Leonard Satz, of the Raytone Screen Company. The fact was brought out that the Society of Motion Picture and Television Engineers advises a screen brightness of nine to 14 foot lamperts. The question of metallic versus white screens was raised with Satz taking the position that the metallic surface would give a much brighter picture than a white surface using the same light source.

### Question And Answer Period

After the formal speeches were completed the meeting was opened to questions and opinions from the floor. An important matter which was brought out during this period was that the cylindrical anamorphic lenses, with their fixed aspect ratios, could not be used with the Vista-Vision anamorphic prints which will be offered in a 2:1 ratio as opposed to the

On the left, in the usual order: Seen at the Norpat Sales, American Selectifier division, display are John P. Barnhart, M. D. (Doc) Faige, and Jose Castandeda. The Walter Futter display featured the Vidoscope anamorphic lens. Seen at the booth are John Shelton, Robert Greenblatt, B. F. Shearer, Miss Josie Naples, and John Dulber. A group of interested people are seen examining the display put up by RCA. At the Automatic Devices booth are seen H. G. Carlson, Norman Phelps, W. A. Smith, Jr., and Abram Samuels. The Whitney Blake booth is seen with Edgar L. Love, G. C. Anders and J. H. Elders.

On the right, in the usual order: Seen at the attractive Wagner Sign booth are W. F. Jacobsen, E. Wagner, Ralph Calahan and T. M. Fisher. The Knoxville Scenic display is viewed by Clarence Barr, S. L. Mitchell, W. O. Bailey and C. R. Loy. The Manco Vision exhibit is seen with E. Pellant and E. M. Muller. A popular exhibit was Dawo's, seen here with John Mauk, Dave Wolf and Roy E. Martin. At the Goldberg Brothers display is seen Morris Goldberg, Seymour Goldberg, and "Speed" Hoover, who seems very impressed.

2.55:1 ratio for which they are now set in order to project CinemaScope. In the course of the discussion Neumer revealed that Bausch and Lomb is developing an adapter which may be placed on cylindrical fixed lenses to enable them to show VistaVision prints. Continuing along this vein, Irving Tushinsky, one of the developers of the Superscope variable anamorphic process, announced that RKO films made in Superscope will be compatible with all CinemaScope lenses.

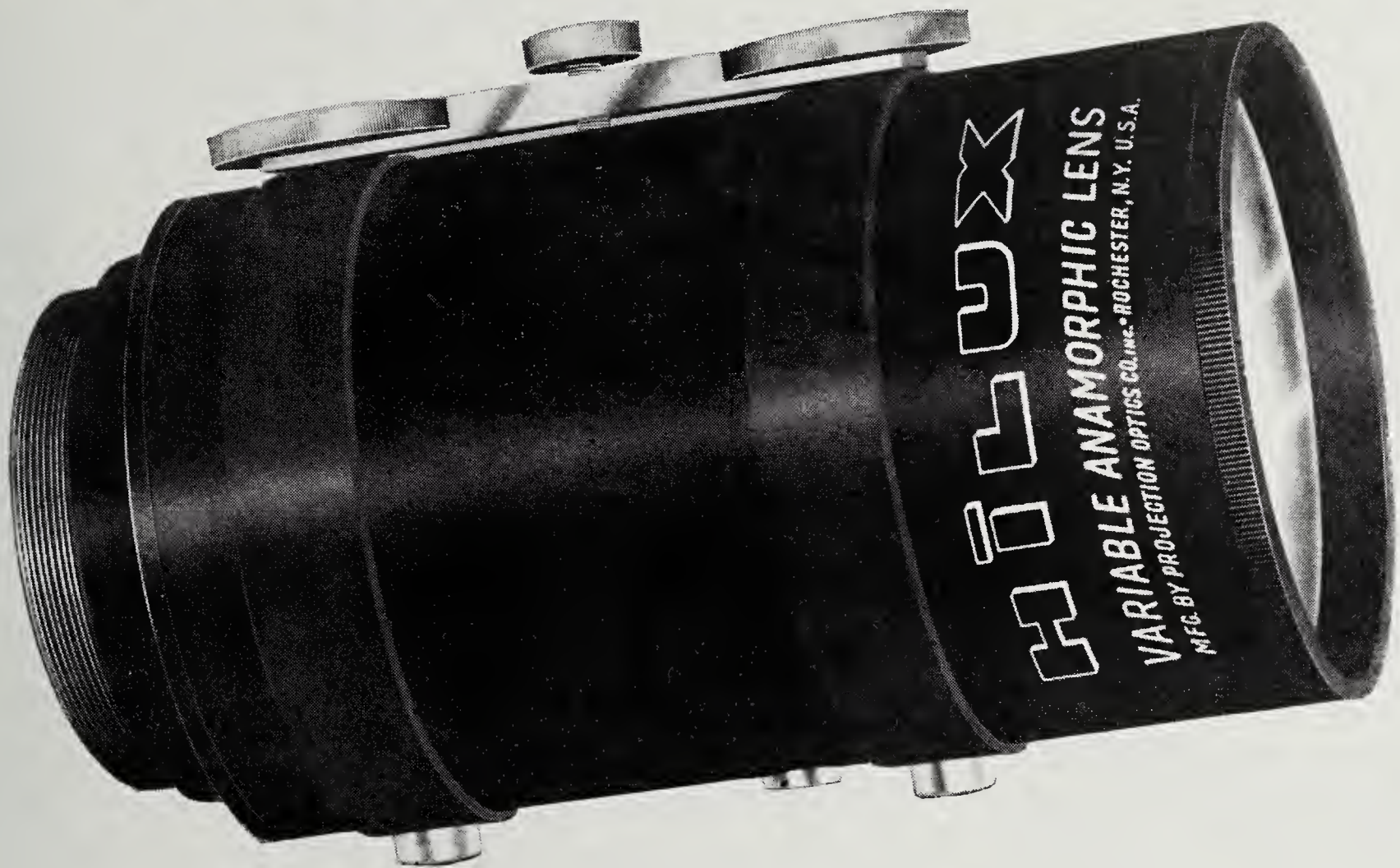
The moderator for the Forum was Alex Harrison, of 20th Century-Fox. Other members who made up the panel of experts at the Forum included F. C. Matthews, representing TESMA; Nash Weil, representing TEDA; A. E. Meyer, International Projector Corporation; L. E. Pope, Fox Mid-West Corporation; Edwin Gage, Walter Reade Theatres; Joseph Zaro, Bijou Amusement Company; E. J. Nelson, The Ballantyne Company; John R. Miles, Projection Optics; F. C. Dickely, Altec Service Corporation; W. A. Gedris, Ideal Seating Company; and Robert Gottschalk, Panavision, Inc.

(Continued on page PT-20)

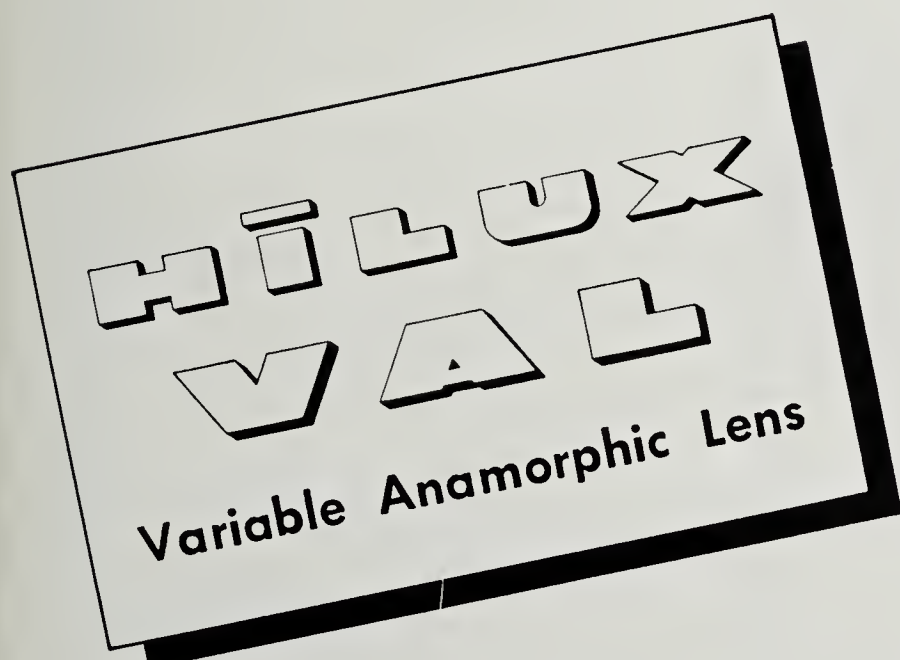




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# TESMA Observations

THE theatre owners who attended the 1954 TESMA Trade Show were in a much more optimistic frame of mind than those who attended our 1953 show.

Exhibitors now realize that the movie industry is very much alive as they know that most theatres have not only regained their lost patrons but have also gained thousands upon thousands of new ones.

There isn't an exhibitor anywhere who hasn't said hundreds of times, "Give me good pictures and I'll do a good business." No one will deny that good pictures do help boxoffice receipts, but good pictures

have not alone created the improvement in boxoffice receipts. Let us not forget we had some good pictures available when theatres were closing in droves.

The comeback of the movies can, to a large extent, be attributed to the bigness and grandeur of modern motion picture presentation.

The manufacturers and dealers in equipment for the theatre are to a great extent responsible for the success of modern screen presentation. The manufacturers designed, engineered and made the necessary new equipment. The dealer

successfully introduced it to exhibitors who often did not wish to spend a dime on new equipment.

## Great Financial Risk

Manufacturers took a great financial risk in making this new equipment available for they had to make a large cash investment in labor and materials with absolutely no certainty that the resulting new equipment would be bought. Most manufacturers and many dealers also took the risk of financing purchases of many theatre owners who wished to buy needed equipment on a deferred payment basis.

At some meetings of theatre owners the thought was expressed that the equipment manufacturers and dealers made phenomenal and uncalled for profits on equipment. The officials of one association of theatre owners seemed so certain of this that they proposed the entrance of their association into the manufacture and distribution of projection and sound equipment.

It is true that when a new item of equipment is introduced the price is higher than that which invariably prevails at a later time. This high price, however, does not make for an extraordinary profit to the manufacturer, rather it only partially covers the high cost of research, development, engineering and tooling needed to make the equipment.

Today there is plenty of competition for the theatre men's equipment business whether it be for projectors, sound equipment, arc lamps, rectifiers, generators, screens or lenses. As a consequent result, the theatre owner can buy equipment at a price that produces but a minimum profit for both manufacturer and dealer.

## Carry On Research

The individual companies that make up the membership of TESMA have done their part in helping to bring about the resurgence of good times in the motion picture exhibition and they can be counted upon to continue to carry on research and development programs that will keep the motion picture industry predominant in the entertainment field.

The extent of the manufacturers' efforts to produce new and better equipment is not generally appreciated by the exhibitors. They should realize that the largest number of members of the Society of Motion Picture and Television Engineers are executives and employees of the manufacturers who make equipment for the theatre. The SMPTE numbers among its sustaining members, virtually every manufacturer of theatre equipment. If the exhibitor doesn't know, he should realize that members of the SMPTE usually bring forth in their meetings the results of research and development programs that ultimately result in better equipment for the motion picture theatre.

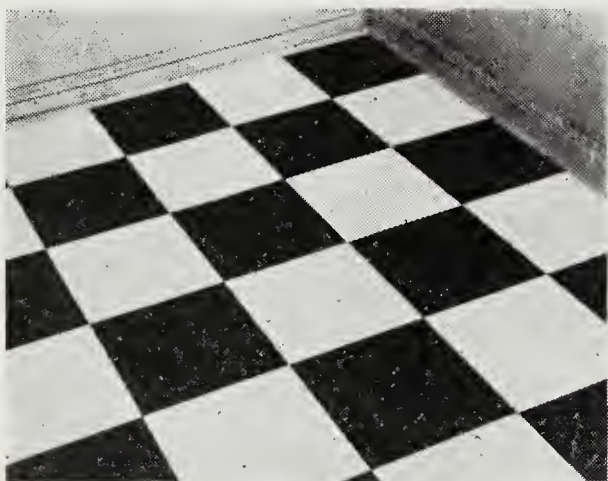
## Trade Show

The Theatre Equipment and Supply Manufacturers' Association Trade Show that has been conducted annually for the past 10 years, brings under one roof virtually every make and model of theatre equipment that is used in the motion picture theatre. This showing gives the exhibitor the opportunity of leisurely examining every item of equipment that he might conceivably use in his theatre.

## Resins Help In The Applying of Floor Tiles

NEW YORK—Floor tiles that are applied without adhesive to floors of wood, concrete or other floor coverings are molded of Bakelite vinyl resins with a waffle-shaped underside.

Made by Robbins Floor Products, Inc., the tiles are held in place by lateral compression produced by squeezing them tightly together as they are laid and by the vacuum-cup effect created by small air pockets in the underside. Easily lifted, the tiles can be moved from one location to another, or replaced should a tile become damaged. The resistance of Bakelite vinyl resins to alkaline ground moisture, and the absence of any adhesive to be attacked permits use of these tiles to cover concrete floors on or below grade. It can also be laid over radiant-heated concrete floors. Bakelite vinyl resins, of which the tiles are molded, also are said to resist wear, moisture, oil, greases, foods and most chemicals.



Homogeneous from surface to back, the tiles have a terrazzo pattern that camouflages scuffs and soilage (top left photo). In addition to helping hold these Robbins floor tiles in place, pockets in the underside absorb sound, provide insulation, and confine moisture which may arise through a subfloor. They also make these tiles much more resilient than conventional tiles. A small wood floor is usually tiled from a corner outward (top right photo), with the accurately molded, finely tongue-and-grooved edges of the nine or 12-inch square tiles pressed firmly together as they are laid. On large wood or concrete floors, tiles are laid to the corners. Center lines of tiles are held by double-faced adhesive tape (bottom left photo). Extra compression is achieved with a hammer and block of wood before the last tiles are inserted, closing all joints so they feel smooth (bottom right photo). Cove base or quarter round strips cover the one-quarter-inch space left around the edges.



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. . . is the most dramatic, spectacular effect you've ever had. Get all the facts and find out  
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Seen above, in the usual left to right order: Seen at the Ballantyne display are Ed Nelson, Frank Strange, Lyle M. Wilson, John Morgan, J. M. Brown, Dick Holland and Herman Lowenthal. At the Hubert Mitchell booth are Andy Sapko, Jim Squires, Robert F. Glank and Hubert Mitchell. Below: At Paromel are William D. Reilly, Roscoe E. Perdue and Jack M. Miller. The Lorraine Carbon group is seen.



### Offers Valuable Advice

Some exhibitors have the impression that the theatre equipment dealer is nothing more than a merchant who buys things at one price and sells them at a higher one. The majority of theatre equipment dealers on the contrary, are specialists in theatre equipment and supplies. They can and do give advice that enables the theatre owner to secure the equipment best suited for his particular needs. Their recommendations save exhibitors thousands of dollars annually and also enables theatre owners to offer their patrons the ultimate in good picture presentation. Their advice has also improved the beauty and comfort of many theatres which in turn has helped to create profits for those theatres. The Theatre Equipment and Supply Manufacturers' Association has always met with the Theatre Equipment Dealers' Association in joint convention because the members of TEDA have consistently aided our ultimate customers—the theatre owners.

For the past three years TESMA has invited one of the two leading exhibitor associations to meet in joint convention. TESMA has in each of these years contributed sufficient funds to the exhibitors' association to cover its convention costs and a portion of its annual operating expenses. Most of the social events of these conventions are sponsored and paid for by individual members of TESMA which assures the exhibitors a pleasant time after the convention business sessions.

Yes, TESMA and its individual members have done much to foster the rebirth of profits for motion picture exhibitors. In the future, TESMA and its members will continue to extend their utmost efforts to maintain the entire motion picture industry at peak levels.

### Campaign For Modernization

TESMA and TEDA and its individual members are going to campaign quite seriously this coming year for the modernization of motion picture theatres. The advent of wide screen and stereophonic sound has brought exhibition back to a more profitable level but it is felt by TESMA that the course to better and continuing profits is to improve the beauty and comfort of theatres.

The 1954 TESMA Trade Show was as usual conducted at the same time and place as the TEDA Convention. This year Theatre Owners of America also simultaneously conducted its convention and

International Popcorn Association also joined with TESMA in showing the products manufactured and sold by its members. The result was the greatest Trade Show of all time.

### Next Year

The time and place of the 1955 TESMA Trade Show has not been set. Though TESMA and IPA members had 200 exhibits of equipment having a value in the neighborhood of \$500,000, we are expectant that the 1955 Trade Show will be even bigger and better than the 1954 Show.

TESMA is not wedded to a meeting with any particular exhibitor organization. TESMA met with Allied States Association of Theatre Owners in 1952 and with Theatre Owners of America in 1953 and 1954. It is the present intention of the TESMA Board of Directors to issue an invitation to TOA, ALLIED, IPA, and TEDA to meet jointly in an industry wide convention in 1955.

We hope that ALLIED and TOA can resolve such differences as they may now have and join with TESMA, TEDA, and IPA in an all industry Trade Show in 1955.

### Theatre Equipment Forums

(Continued from page PT-16)

#### DRIVE-IN FORUM

Prior to the Forum the TOA Drive-In committee held an open session at which technical problems peculiar to the drive-in were considered. A large number of drive-in theatre equipment manufacturers attended this meeting which was conducted by Jack D. Braunagel and William T. Powell, co-chairmen of the committee.

#### Drive-In Screens

One subject which is of great concern to outdoor theatre operators is that of screens for the wide screen presentations. It was natural, therefore, that this subject be given the greatest amount of attention at the meeting. A number of



Located in the heart of the TESMA Trade Show area, the Ladies Lounge did a fine job of supplying a place for weary visitors to rest. In addition, many donated gifts were distributed by TESMA women.



drive-in screen and screen surface manufacturers each gave a short talk about their particular product.

Ben Pobolocki described his Permalum screen and stated that tests indicate this screen is three times brighter than a newly painted screen surface, and that there was only a seven per cent dropoff of light at the edges of a 120-foot screen. Poblocki said that although accelerated tests have shown that this screen can give at least 15 years of service—if washed one to three times a year—there are still a few improvements to be made before the Permalum screen will be offered to drive-ins.

J. B. Schuyler offered the group information about his aluminum Manco Vision screen which he said was designed and based upon studies made by the Motion Picture Research Council, of Hollywood.

An explanation of a new vinyl plastic screen coating called Cinemaplastic and manufactured by Protective Coatings, Inc., was given by J. C. Morse. It was brought out that this white vinyl plastic would cost about 35 cents per square feet, and that two coats would usually be necessary for a drive-in screen. It was stressed that vinyl plastic could not be handled and applied like paint, and that it required the services of one familiar with the product for proper application.

The case for pressed wood facings was voiced by Francis W. Keilhack, of Drive-In Theatre Manufacturing Company, who said that 85 per cent of his customers purchased this type of facing. He stressed that proper application and priming was very important, and that the surface must be painted every year in order to give the best results. Keilhack said that he found, either with a steel or wood surface, that the problem of light reflection was "lessened considerably" by using a vertical tower. A final point made by Keilhack was that his experience seems to indicate that it was not advisable to use a screen much larger than 104 feet in width.

Taking a directly opposite approach was Dave Siegel, of Signs, Inc., who described his firm's steel screen tower design which is curved and tilted. Siegel's main point was that tilt and curve are of extreme importance with the wide screen systems in order to get the best picture for all ramps, including the extreme end ones. He stated that if the screen is curved to the projector a picture of good definition will be obtained at the end ramps.

### Indoor-Outdoor Operations

A subject which created a good deal of interest was that of the indoor-outdoor operation. One exhibitor stated that he was sorry he had put in a closed seating section while another, Ed Clark, of Metropolis, Ill., reported that after three years of experience with a 500-seat enclosure, that "it was the best thing that ever happened to us."

One point regarding the indoor-outdoor operation that did seem to receive some agreement was that, although these buildings were usually air-conditioned the public did not make much use of them in the summer. The general conclusion seemed to be that in many areas the indoor operation might be the answer to a 12-month operation schedule.

(Continued on next page)



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Your National man will be glad to advise you on this new "5 Step" program. Being familiar with theatres of every size, his judgement will prove invaluable in guiding you towards modern theatre improvement.

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... makes it *easy-stepping*, too! For if it's terms you want to help in equipping your theatre, National has a time-tested plan that will meet your every need.

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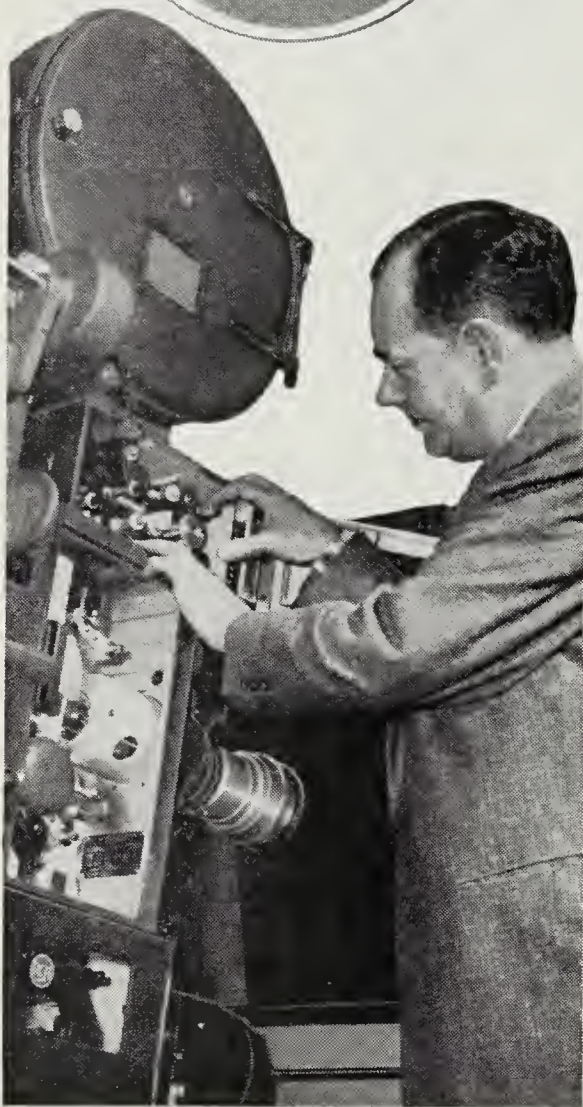
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Camden, N. J.

## A New Ceiling Material Improves Lighting

CHICAGO—Over-all interior illumination that is efficient, glareless, decorative and economical is based on a new type ceiling made of translucent Bakelite vinyl rigid sheet. Light in weight, resistant to moisture and high in dimensional stability, Bakelite vinyl rigid sheet is easy to install and maintain in public buildings, such as theatres, and homes.

Corrugated for rigidity and light diffusion, long strips about a yard wide are simply laid on I-shaped metal tracks running from wall to wall about one and one-half feet below fluorescent lighting strips attached to a white-painted ceiling. A ceiling of this type banishes glare and shadow, is highly decorative in itself and provides strong and even lighting for colorful surroundings.

Acoustical fins suspended from the I-tracks at relatively low additional cost serve to reduce noise levels. Space between the corrugated Bakelite vinyl rigid sheet sub-ceiling and the actual ceiling



can be used as a duct for both air-conditioning and heating purposes. With lighting fixtures arranged to prevent shadows, pipes, ducts and sprinklers are concealed by the sub-ceiling, yet readily accessible by merely rolling up the proper ceiling strip. Corrugated strips of Bakelite vinyl rigid sheet will soften and drop out at temperatures below those required to operate sprinklers.

The lighted ceiling can be installed in a variety of designs to provide uniform illumination throughout irregularly shaped areas, and separate circuits permit lighting of partial sections. The resistance of vinyl rigid sheet to moisture and warping enables the corrugated strips to be easily rolled up, cleaned by dipping or wiping with a damp cloth, and rehung to dry. Elimination of glare and shadow, reduction of excessive noise and economy of installation and maintenance make the new type ceiling particularly useful in theatres.



## Theatre Equipment Forums

*(Continued from page PT-21)*

### General Discussion

After the formal part of the meeting was concluded there was a general discussion which covered many subjects of interest and importance to the drive-in operator. The following is a brief summary of some of the points discussed:

**Dust Control:** It seemed to be agreed that the most economical method of dust control was the use of oil. Braunagel explained that he makes arrangements with local service stations to remove the waste crankcase oil from their tanks. He said that in this way he gets thousands of gallons of waste oil for a very low cost. Dr. Frank Tiller, dean of the Engineering School at LaMar College, Beaumont, Texas, who has been doing drive-in theatre research, suggested that the large chemical companies be contacted to check on any new dust control products which they have developed.

**Concession Breaks:** It was agreed that there is a danger in having too long a concession break, and that something should be done to entertain those patrons who do not go to the snack bar. It was suggested that if the manager has any stage presence he might use the public address system to discuss future programs amusing local events, etc. The use of taped programs was also suggested.

**Screen Sizes:** Braunagel pointed out that a survey made by the committee indicated that it was impossible to determine what the best size for a drive-in screen should be, as it varied in each part of the country, and in most cases is an individual problem.

**Playgrounds:** The group agreed that by putting too much emphasis on rides that have a charge, it might hurt business, and that if possible the free playground facilities should be kept separate from the ones that charge. Another point that was stressed was the importance of proper supervision and using people who have a genuine liking for children.

There can be little doubt that those theatremen who attended the two sessions benefited greatly. The opportunity to discuss problems with the men who make and sell equipment, as well as fellow exhibitors, plus the added advantage of attending the trade show exhibits, was a combination which could not help but make for a better-informed, and therefore, a more efficient theatre operator.

A quote from the TOA Drive-In Committee report seems to be a fitting note upon which to end this story.

"In conclusion, we feel that in 1955 more than ever, more efficient methods of operation will be necessary... theatres must analyze their customers, and direct their advertising and bookings toward those customers."



## Trade Show Triumph

(Continued from page PT-6)

The Motiograph exhibit was interesting since it featured a display of projectors going back to early days of motion pictures, as well as the latest equipment produced by this veteran firm. A new line of deluxe in-car speakers for drive-ins drew a good deal of comment.

The piece of equipment that received the most attention at the C. S. Ashcraft Manufacturing Company display was its new Cinex-170 arc lamp. This new lamp, which can operate from 15 to 170 amperes was designed primarily for use in drive-ins and large indoor houses that have a light problem with the showing of the wide screen processes.

## IPA Trade Show

Meeting for the first time with TOA, TESMA, and TEDA, the International Popcorn Association conducted its own trade show in the south hall of the Conrad Hilton Hotel. Since this was the organization's trade show it is naturally impossible to compare it with ones held in the past. However, it was heartily agreed by everyone that both in quality and quantity the IPA members have set a high standard for the future.

Theatremen, with their ever-increasing realization of the importance of concession operation, gave the exhibits a good deal of attention and time. The exhibition area offered them the sights and smells that add up to increased revenue for conventional and drive-in theatres from their concession activities.

## Some Comments

Perhaps there is no better barometer of the success or failure of a trade show than the reactions of the men who had exhibits. The following are direct quotes from some of these people:

**Leonard Satz, Raytone Screen, Brooklyn, N. Y.:** "Wonderful turnout of exhibitors and, of course, that's the reason for being here . . . Seems to be a lot of action and a lot of interest in all our products."

**A. A. Simms, Heywood-Wakefield Company, Menominee, Mich.:** "Think the Show good—in fact as far as we are concerned, it has been better than anything in a long, long time. People are actually interested."

**Ray Colvin, Executive Secretary, TEDA:** "I think it is by far the most wonderful Show that TESMA has ever held. Seems to me there is an atmosphere of contentment by all who are exhibiting."

**Harold E. Brown, Strong Electric Corporation, Toledo, O.:** "I think it was a very good Show. At first I had the impression the number of people would not equal last year, but I have had my mind changed on that. It's the contacts you have and meet once a year that really count."

**W. C. Bailey, Knoxville Scenic Studios, Knoxville, Tenn.:** "I personally think it is a wonderful Show. In fact, better than before. There seems to be more time to talk to more people, and there is more interest in really finding out more about everything new. More interest in buying."

## Roy Boomer Retires

**CHICAGO**—One sad note in the hectic activity that surrounded the TESMA Trade Show was the announcement that Roy Boomer, a veteran in the theatrical industry for the past 49 years, had retired as secretary-treasurer of TESMA. Ill health was given as the reason for his retirement. Boomer has held his post in the manufacturers' association ever since TESMA was reorganized nine years ago.

Despite the fact that Boomer lost his eyesight in 1946, he did not let this handicap his efforts to build and strengthen the organization, or dampen his love for show business, which has been his entire life.

Boomer, and his lovely and devoted wife, Charlotte, have become an important part of TESMA, and they will be sorely missed.

It is hoped that perhaps after a long needed rest in their Hollywood home, the Boomers will again become active in some phase of the industry.

## TESMA Elects New Bd. Members

**CHICAGO**—Two new members, Fred Wenzel, of Wenzel Projector Corporation, and M. H. Stevens, of Bausch and Lomb, were elected to the board of directors of the Theatre Equipment and Supply Manufacturers Association.

Last year there was so much new in the theatre field they did not take time to really examine them and talk about them."

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## Colvin To Continue As TEDA Exec. Director

CHICAGO—At its recent convention the Theatre Equipment Dealers Association again named Ray Colvin as executive director of the organization. Colvin stated that he would do all in his power to implement TEDA's aim to improve operating conditions of the average theatre, and to aid in motion picture industry public relations.

In addition to naming Colvin, Henry Sorensen, of Modern Theatre Supply, Dallas and Kenneth R. Douglas, Jr., of Capitol Theatre Supply, Boston, were elected to the TEDA board of governors, replacing Homer Tegtmeier and S. E. Burns.

## Compatible Photographic Stereophonic Sound Proposed

LOS ANGELES—Theatres equipped with standard single track equipment will be able to provide stereophonic sound with a minimum of additional equipment cost as result of development by Westrex Corporation of a compatible photographic stereophonic sound system, it was reported to the Society of Motion Picture and Television Engineers.

## Wide Spread Use Of Wide Screens For Drive-Ins

LOS ANGELES—Widespread use of CinemaScope or other wide-screen, multi-channel sound systems for drive-ins was foreseen by Ralph N. Heacock of RCA.

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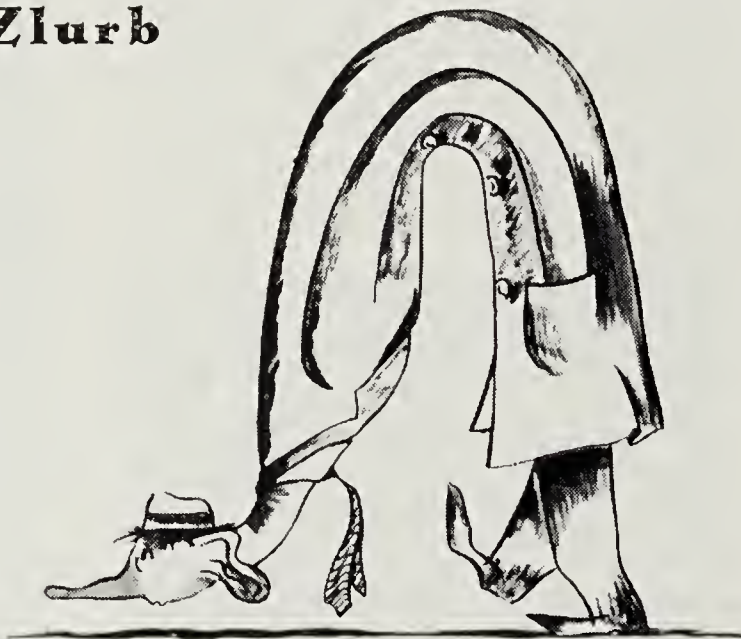
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# Stelma Making Perspecta Sound Integrators

By J. Gallatin  
Engineering Sales Manager

LAST AUGUST STELMA, INC., a major producer of military and commercial communications equipment received a letter from C. Robert Fine, inventor of the Perspecta Sound Integrator, indicating his approval of the new Stelma Perspecta Sound Integrator. Manufactured under license from Perspecta Sound, Inc., the Stelma Integrator and switching equipment incorporate many design and construction improvements.

In order to provide the exhibitor with a complete all-inclusive unit, Stelma engineers developed one standardized Integrator which contains all of the following features in addition to the basic Integrator:

Input transformer

Pre-amplifier

Bass and treble equalizers—to compensate for acoustical variation in theatre

Output level equalizers—to adjust the input into each power amplifier individually

Higher P.E. cell voltages.

In addition, the Stelma Integrator includes a unique filter design that has made it possible to lower the cost of the equipment, yet improve the operation and dependability of its performance.

In order to cut exhibitors' maintenance and installation costs, the Stelma Integrator has been built with a vertical type mounting construction. The removal of four screws allows the front panel to be taken out leaving the complete wiring layout of the Integrator easily accessible to the serviceman. There is no awkward pulling out of heavy chassis, no groping

for terminal points. Moreover, the vertical-type mounting makes the removal and checking of tubes a simple procedure.

Perhaps the most important contribution of Stelma engineering to Perspecta Sound equipment was to make available for the first time, at economical prices, a complete assembly in one space-saving unit. This complete package includes the Integrator and power supply, sound track selector switches, and master volume control all mounted and pre-wired with interconnecting cables in a standard open rack 25 inches high.

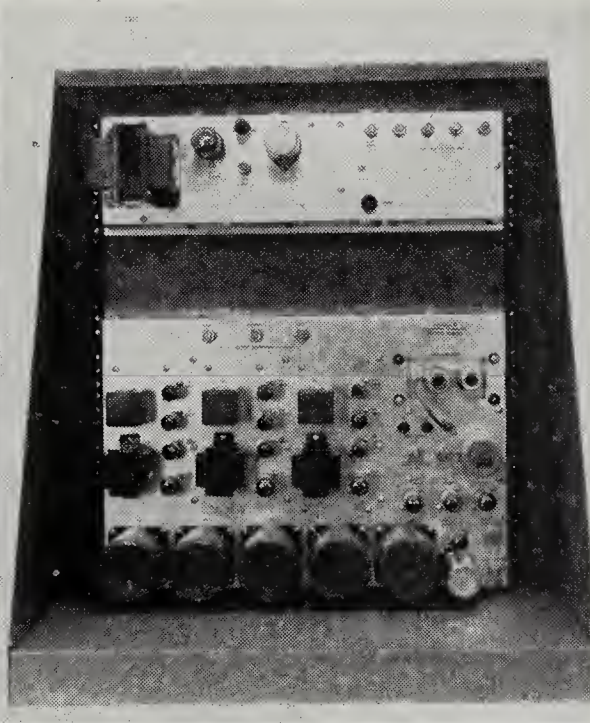
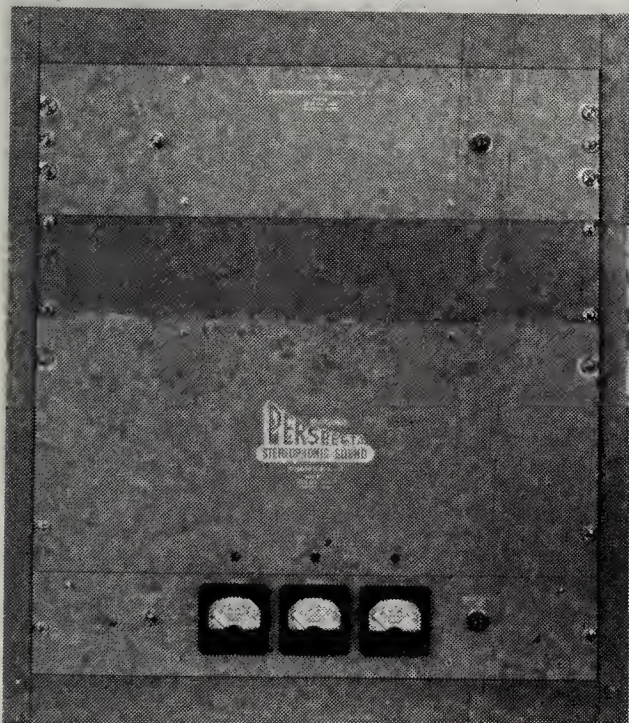
Installation time and installation costs are thus cut to a minimum.

A discussion of the Stelma master volume control will provide our final example of Stelma's unique engineering contributions to the Perspecta Sound system.

The usual method of controlling the volume of multi-channel sound in a theatre is to use a multiple-gang volume control (fader). Stelma engineers, however, have made available in the Stelma Integrator rack a single master volume control (fader).

The single fader is designed to save the exhibitor needless expense. It replaces the previous method of volume control (the multiple-gang fader) with a money-saving single fader that controls the volume of all channels through a single internal connection point in the Integrator. Results are the same, but equipment cost is slashed by two-thirds.

Exhibitor installation costs are also cut since the single master volume control is completely pre-wired in the Stelma Integrator rack.



## RCA Adds Griggs Chairs To Theatre Equipment Line

CAMDEN, N. J.—The Griggs line of theatre chairs, including the Kroehler-developed "push-back" type which moves out of the way of patrons passing through the aisles, has been added to the line of theatre products distributed by the theatre equipment section, Engineering Products Division, Radio Corporation of America, it was announced.

The Griggs line includes five basic

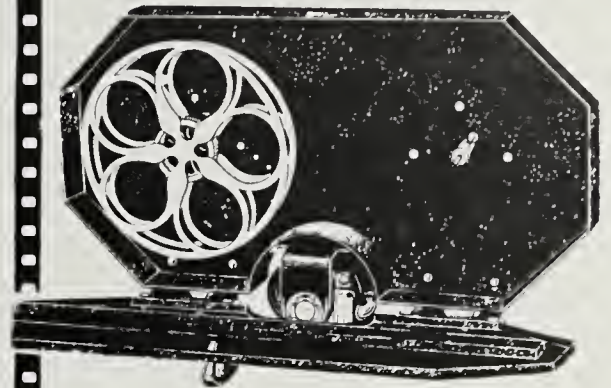
chair types, each with numerous style variations, to meet the budget, design, and climate requirements of all types of indoor movie houses and drive-ins, according to J. F. O'Brien, RCA theatre equipment sales manager. The chair types range from the fully upholstered "push-back" to an all-veneer hardwood seat designed for use in warm, damp climates. Installation will be handled by Griggs personnel acquainted with the installation requirements of the various chair types.



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# Research Center Announces Results of First Studies Designed To Improve the Drive-In

By Dr. Frank Tiller  
Dean of Engineering, LaMar University

BEAUMONT, TEX.—In November, 1953, Julius Gordon of the Jefferson Amusement Company contacted the LaMar Research Center, and a contract followed in which the Research Center agreed to investigate problems affecting the motion picture industry. Among the topics which have come into the investigation are:

1. Excessive heating of film in the projector
2. Heating and air-conditioning of cars in drive-in theatres
3. Mosquito control
4. Improvement of outdoor screens
5. Development of new parking arrangements for drive-in theatres.

Other topics have been considered but as yet have not undergone extensive investigation.

A study of the light problem and film heating brought out certain salient points needing investigation. The first study centered around the arc with later work being done on the absorption of energy

## Chicago Site Of SMPTE's Next Convention

LOS ANGELES—The spring, 1955, convention of SMPTE will be held April 17 to 22 at the Drake Hotel, Chicago, it was announced. An equipment exhibit is also being planned for this convention.

within the film and reflection characteristics of screens. It was discovered that although the arc was a good producer of visible light that the design of the lamphouse was such that only 10 per cent of the input energy left the lamphouse in the form of radiation. Discounting the unavoidable loss occurred in cooling the carbons, there still remained 80 per cent of the radiation which was simply wasted. A careful study of radiation within the lamphouse is now being started. Calculations indicate that if only two per cent more radiation can be utilized, then electrical and carbon costs can be reduced by 25 per cent.

## Radiation

Of the radiation coming from the arc, approximately 65 per cent is in the infrared and ultraviolet regions and serves only to heat the film unnecessarily. After considering the use of available filters to eliminate a portion of the undesirable radiation, work was started on a new unit. A filter involving passing the light through water was successfully developed. It was possible to increase the current from 100 amperes to 160 amperes without producing anymore heating of the film. Intensity on the screen was increased by about 50 per cent. Unfortunately, the lamphouse could not withstand the high energy input for a sufficiently long time, and it has become necessary to focus attention on their redesign. The water filter is quite simple and can be used in connection with the water for carbon cooling. With work which is now in progress, it appears that it will be possible to triple the amount of light without further heating of the film.

## Screens

Large losses in light occur from the typical outdoor screens of the white matte type. In many cases lines which appear are highly objectionable. A new type screen is being developed with which it is hoped that it will be possible to eliminate the lines and also to control the directions in which the light is reflected. By controlling the direction of the reflected light, increased intensity will result in the desired viewing range. A great deal more effort will have to be expended before a practical screen is developed that will meet requirements necessary for ideal drive-in viewing.

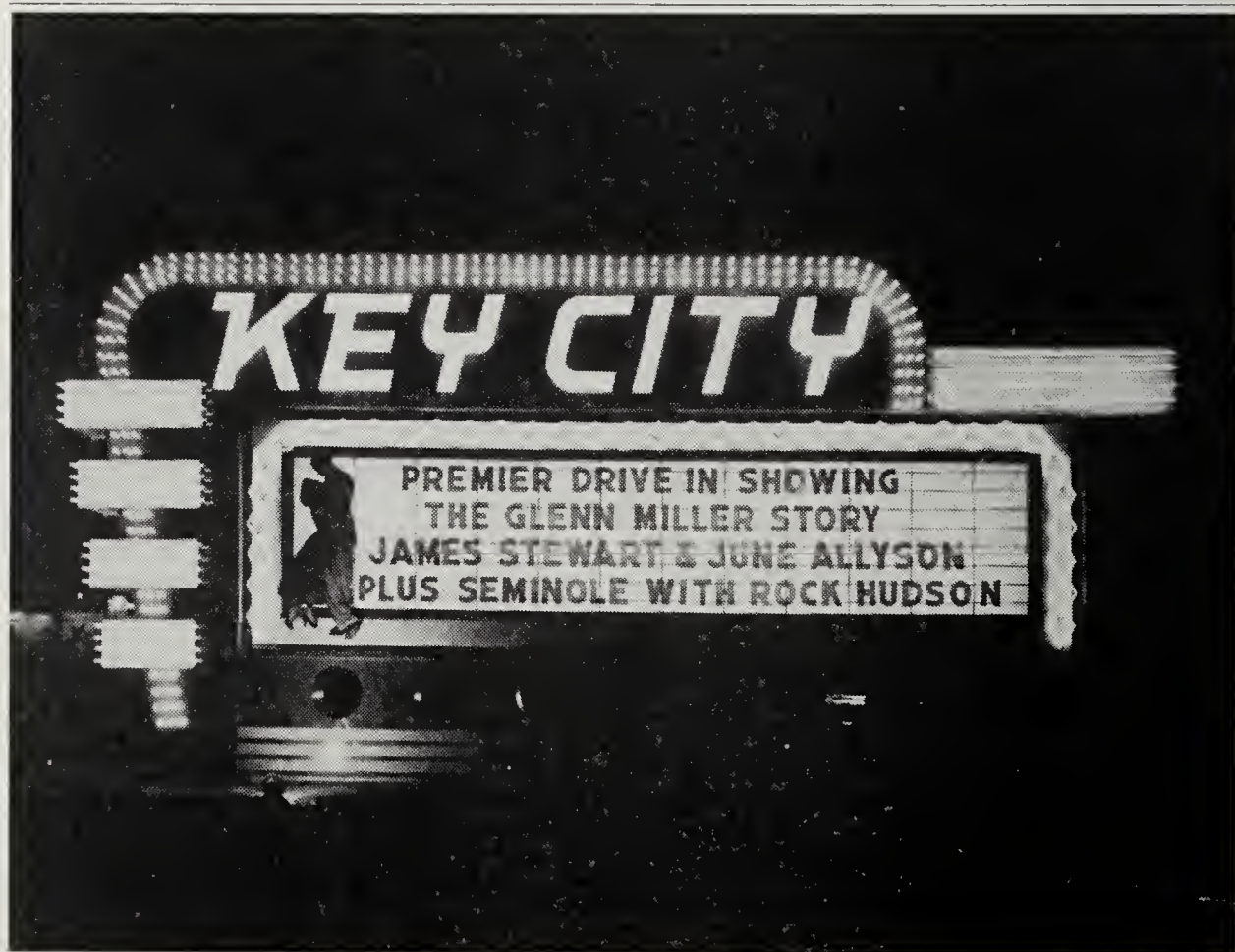
## Air Condition Car

The presence of mosquitos has been a serious obstacle to overcome in some outdoor theatres. Numerous proposals were studied and investigated for controlling mosquitos. The most practical method developed so far has revolved around the complete air-conditioning of the car in which static pressure within the automobile is built up to a value sufficient to prevent the entrance of mosquitos. At the same time, the movement of air results in added comfort to the patrons. The system can also be adapted for improved heating during the winter. The occupants of both the front and back seats enjoy equal comfort. At the same time, it is possible to prevent moisture from condensing on the windows and causing a nuisance that could possibly cost a drive-in some patrons.

Conventional ramp and concession arrangements within drive-in theatres have come under close scrutiny of the Research Center. A modified parking arrangement has been proposed in which cars are parked on spirals instead of the conventional circular arrangement. The proposed parking system permits cars to pull in at a 45 degree angle, and thereby avoid the difficult 90 degrees parking of the present drive-in theatres that gives some drivers quite a bit of trouble.

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The Key City Drive-In, Abilene, Texas, attraction panel employs Wagner frames and glass, is double-faced and measures 57 inches high by 24 feet long. Ten inch red plastic letters are used for copy.



**C**URVED and tilted, or straight and vertical—which is the better combination? If one is better, how much better?

Our company had an opportunity to compete for a contract to install 15 new CinemaScope screen towers for a large drive-in theatre circuit. Our main competition came from those concerns whose product was a system of adding wings to existing towers. Since their method of installation was approximately one-third in size and cost, it became a real challenge to overcome so large an obstacle.

### Models And Tests Used

The approach we took was to make a series of miniature models and tests. We took our customer into a dark room, directed a flashlight on the wall at the same level of the flashlight and obtained a round circular light. The flashlight was then directed to the top of the wall and an oval light was obtained.

With this test it was possible to appreciate the advantages accruing from a screen that was tilted to right angles of the sight-line of the projector.

Our next approach was to make a scale drawing showing our customer's projection booth and screen tower. The distance between the center of his tower and booth was 300 feet. The distance from the ends of the tower to the booth was 318 feet. A compass was used to make a 300 foot radius. This demonstrated the value of having equal light on every portion of the screen.

On the basis of these and other tests it was decided to actually install two screens, one directly over the other and each screen being one-half of 48 feet in height, and 110 feet in width. The lower section was flat and vertical and the upper section was curved at the radius of the projector and tilted to right angle of the sight-line.

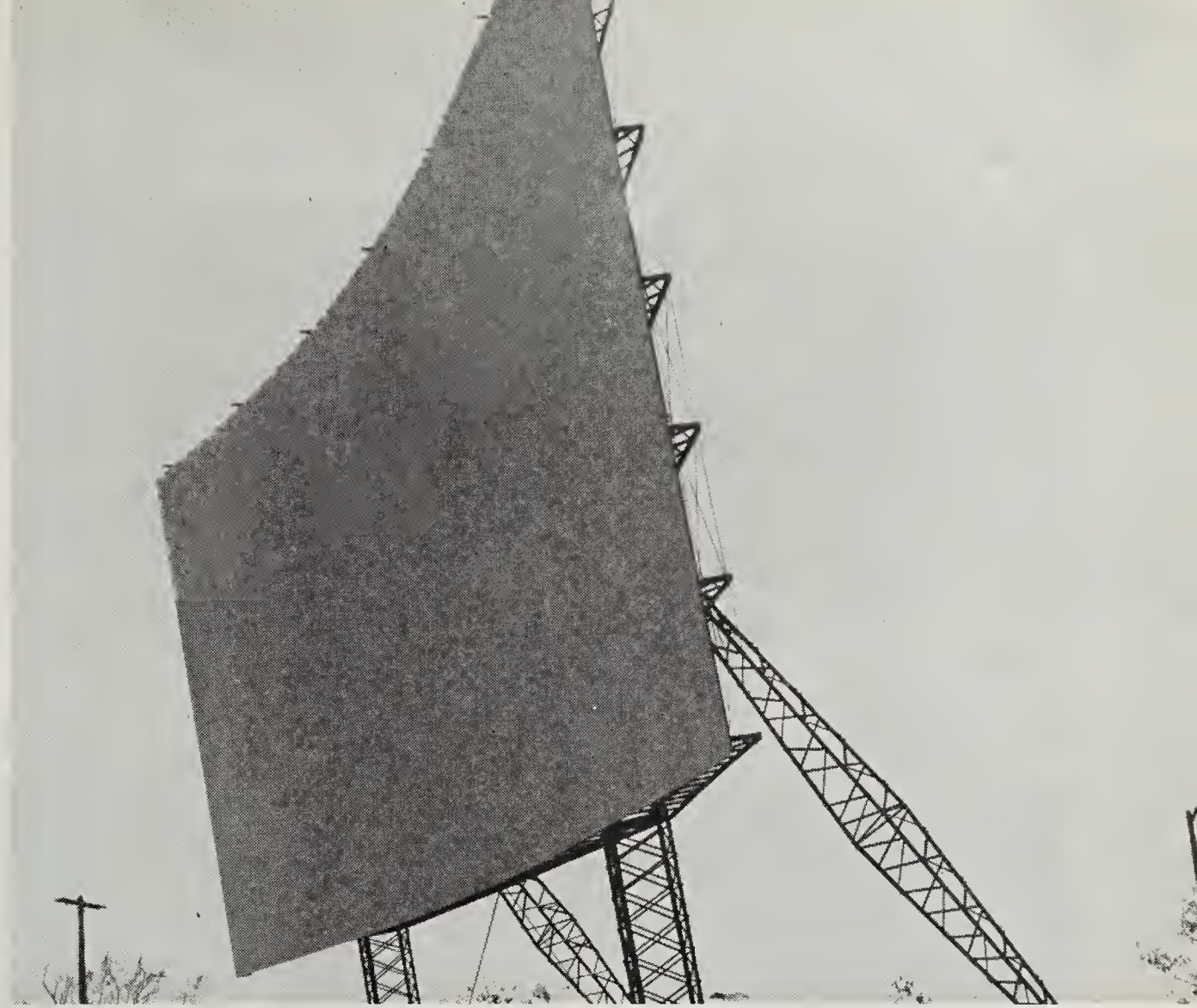
The results were definitely in favor of curved and tilted screens, and the next day we were in possession of a contract to install the screens for the 15 theatres.

### Comparisons

The following are some of the comparisons which our firm have made regarding curved and tilted drive-in screen towers and flat and vertical towers:

The curved and tilted screen gave equal light throughout the entire surface. The flat and vertical was bright in the center, but fell off to dark on the ends.

Light gain was excellent with the curved and tilted screen and we obtained



## Presented Are Some Arguments For Curved And Tilted Towers

By Dave Siegel

President, Signs, Inc.

a bright and clear 110 foot wide picture. With the flat and vertical picture the picture was darker and did not show enough light gain.

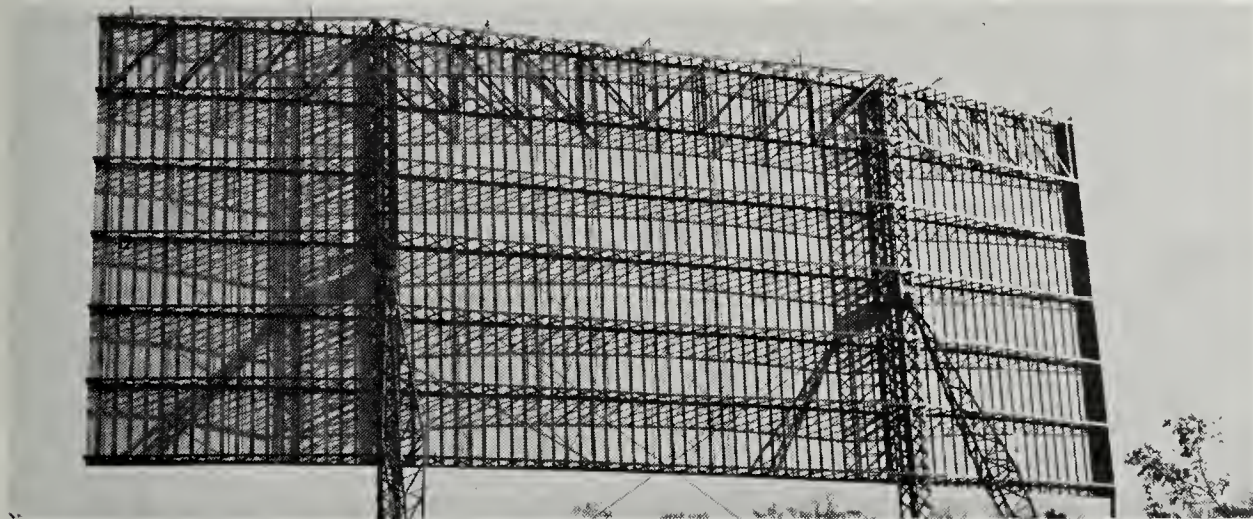
Reflectivity was excellent and required a very little increase in amperage at the

There was excellent distribution with the curved and tilted screen. The picture was equally visible from the extreme ends and even from the outside edge of the road. Good visibility was obtained at 50 to 55 degrees. The people in the picture were equally in shape at the ends as they were in the center. With the flat and vertical screen there was poor distribution. The characters in the picture were distorted at the extreme ends. At 50 to 55 degrees we found that it was difficult to make the picture out.

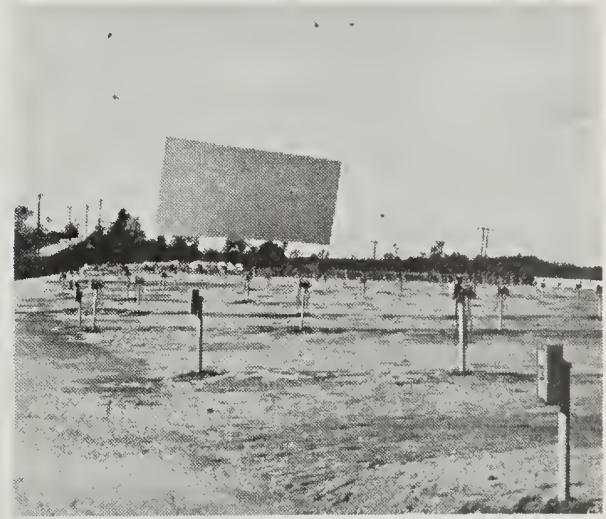
The entire picture was in complete focus over the entire width of the 110 foot screen with the curved and tilted portion. The flat and vertical screen had good focus in the center, but the ends were out of focus, or the reverse if the lens was adjusted.

## DRIVE-IN THEATRES

projector with the curved and tilted screen. Our test showed that the flat and vertical tower had poor reflectivity and the amperage had to be increased in order to get a fair picture.



The pictures seen on this page offer front and rear views of the screen designed by the author's firm. The main feature of this screen tower is



that it is curved and it is possible to adjust the tilt. This design is said to be quick to erect and gives a bright, clear, wide screen picture.





# Mañana

*Mañana* may be soon enough for some people — but not for motion picture exhibitors!

With more and more of the filmgoer's dollar going toward the new wide screen and directional sound product, motion picture exhibitors must act *today* — and furnish their theatres with equipment that will show these box office attractions at their very best.

Don't you put off these important equipment changes 'til "*Mañana*"! Show the new techniques *now* — and show them with the finest equipment available,

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## NEWS OF THE

## Territory

## BRANCHES

## Atlanta

The old stork passed over the home of Mr. and Mrs. Jack Frost, he's with United Artists, and left another baby girl.

Leo Adler, United Artists auditor, was back after a vacation in Tennessee. . . . Addy Addison and Blade McVeigh, UA, were working on the publicity for "The Barefoot Contessa."

T. A. MacDougald remodeled the Lake, Lake City, Fla., and installed CinemaScope. . . . N. B. Mills, owner, Mills, Moultrie, Ga., installed CinemaScope.

A silver tea was given at the home of Mrs. Nell Allen, Wilby Theatres, president, Women Of The Motion Picture Industry, in honor of the two Atlanta members elected national officers, Mrs. Nell Middleton, treasurer, and Mrs. Laura Kenny, recording secretary.

Arthur C. Bromberg, president, Allied Artists Southern Exchanges, attended the Allied Artists meeting in Hollywood.

C. M. Waterall, Waterall Theatres, opened his 300-car drive-in at Grove Hill, Ala. . . . E. L. Padgett closed his Gulf, Pensacola, Fla., for repairs.

Austin Moor, Gainesville, Fla., sales representative, MPA, was killed in an auto crash near St. Augustine, Fla. He was former manager of theatres in the Miami, Fla. area.

Bill Arnold, manager Silvertown, Thomaston, Ga., installed CinemaScope. Ed Beach is the owner.

Leonard Allen, Paramount exploiter returned after a visit to Florida. . . . Fritz Thomas, Lyric, Huntsville, Ala., was in after a spell of illness.

R. A. Morris, overseas sales manager for Associated-British-Pathe Limited was in Atlanta visiting with branch manager Hobbs, Allied Artists Southern Exchanges.

The Princess, Huntsville, Ala., installed Simplex magnetic sound anamorphic lenses and wide-screen from National Theatre Supply Co. . . . Charlie Fortson, Wil-Kin Theatre Supply, was back after attending the TEDA-TESMA meeting in Chicago. . . . The Birchfield Drive-In, Oak Ridge, Tenn., closed since destruction by fire, expects to open soon.

WOMPI will hold its annual Christmas party at the Variety Club on Dec. 22. . . . The Sundown Drive-In, Livingston, Tenn., closed for the winter.

Bob Tarwater, sales manager, United Artists, has entered the Piedmont Hospital for an operation. . . . J. B. Myers, owner, Ritz, La Grange, Ga., has

closed. . . . J. E. Martin, Grand, Montezuma, Ga., was in booking.

Richard M. Knox was appointed as manager, Crescent and Harlem, Belzoni, Miss. The theatres were recently sold to C. J. Collier, B. F. Jackson, and Mrs. E. S. Gullet. . . . Mrs. Ruth Roberts, head, account department, Allied Artist Southern Exchanges, has improved after a spell of illness. Annie Mae McBride, Allied Artists Southern Exchanges, is back after a spell in the hospital.

## Charlotte

Roy Rowe reports that his drive-in and airplane hanger were blown down by Hurricane Hazel. His drive-in was the Rowe, Burgaw, N. C.

The Costal, Ridgeland, S. C., burned. H. C. Hartz was owner. . . . The Aiken Drive-In, Aiken, S. C., is open weekends only for the winter.

New Ellington Drive-In, New Ellington, S. C., closed. . . . Paul Cockrill, salesman, Harris Theatre Sales, was in the hospital. His wife, Ruth, returned from the Will Rogers Memorial Hospital where she was a patient for several months.

The Variety Club, Tent 24, held its annual meeting to elect a crew.

The following drive-ins were repaired and rebuilt enough to reopen again after Hurricane Hazel—41 Drive-In, Fairmont, N. C.; Laur-Max Drive-In, Laurinburg, N. C.; Choco Drive-In, Chocowinity, N. C.; and Cotton Boll Drive-In, Dunn, N. C.

Mitchell Little, booker, Republic, left to accept a sales job with Buena Vista. He will cover the Atlanta and Charlotte territories. . . . The Capitol, Kennansville, N. C., is closing.

Hickey Lawing, National Theatre Supply said that the following are putting in wide-screens, CinemaScope, and Huff Water Coolers—Walterboro Drive-In, Walterboro, S. C.; Kingstree Drive-In, Kingstree, S. C.; East Main Drive-In, Lake City, S. C.; and Allen, North Wilkeseboro, N. C.

Bill White, Southeastern Theatre Supply, returned from the convention at Chicago. . . . H. G. Arenson, Arenson's Attractions, was laid up with the flu. . . . Consolidated Theatres reopened the Criterion, Durham, N. C., putting in new carpet, new paint job, wide-screen, and new candy bar and converting to an "A" house. Jack Malphurs has been transferred from manager, Flamingo Drive-In, Charleston, S. C., to manager, Tower Drive-In, Gastonia, N. C. . . . Greer Yoder, assistant manager, Magnolia Drive-In, Charleston, is manager, Flamingo Drive-In, Charleston.

Ben Pless, Dreamland Drive-In, Asheville, N. C., made one of his rare visits to the Row. Other visitors were Woodrow Fussell, Wonet, Blatenboro, N. C.; A. B. Williamson, Sunset Drive-In, Boardman, N. C.; Carrolton Trotter, Statesville Theatre Corporation, Statesville, N. C.; A. C. Lashley, Star, Greensboro, N. C.; Gil. Faw, Badin Road Drive-

In, Albemarle, N. C.; Roy Helms, Rowe, Elizabethtown, N. C.; Lewis Whitlay, Sky Vue Drive-In, Rockingham, N. C.; Frank Burton, Town, Burlington, N. C.; Vernon Lawder and Mrs. Lowder, Raeford Drive-In, Raeford, N. C.; E. M. Gunter, Seebreeze Drive-In, Mount Pleasant, S. C.; Theodore Albright, Ritz, Nwberry, S. C.; S. L. Pinkston, 601 Drive-In, Salisbury, N. C.; T. L. Bennett, Center, Clarkton, N. C.; C. W. Grubb, Starlight Drive-In, Thomasville, N. C.; and Marion Davis, Starlite Drive-In, Whiteville, N. C.

Over 500 were expected to attend the convention of the Theatre Owners Association of North and South Carolina here on Nov. 14-15-16, officials of the group estimated. Herbert Barnett, president, Society of Motion Picture Engineers, was to be principal speaker. He is executive vice-president of General Precision Laboratories, Inc., Pleasantville, N. Y. George Murphy, MGM's "good will ambassador," was also scheduled to attend and speak at the banquet session. A school for theatre owners was to be conducted by Jack Braunagel, Kansas City, an authority on drive-in operation. An election of officers was also to take place. All sessions will be held at the Hotel Charlotte.

## Jacksonville

Harry Margolesky, manager, Gables, Coral Gables, Fla., was the grand prize winner in a Florida State Theatres competitive candy and popcorn sales contest over a period of five weeks. Bob Harris, FST confection sales manager who conducts the circuit's merchandising program, said that 12 managers and more than 100 candy girls were winners of cash awards. In addition, three candy girls won gold wrist watches and four watches were awarded to managers for achieving the biggest gains in lifting popcorn sales above the 1953 level. By districts, the winning managers in first, second and third places were—Daytona Beach—French Harvey, Daytona, Daytona Beach; Norris McCollum, Matanzas, St. Augustine; and Ted Chapin, Marion, Ocala; Jacksonville (all local theatres)—Robert Skaggs, Florida; John Crovo, Arcade; and Hal Stanton, Edgewood; Miami—Margolesky; Fred Lee, Florida, Hollywood, and John Patten, Warnor, Fort Lauderdale; and St. Petersburg—Walter Lloyd, Tampa, Tampa; Will Brown, Pheil; and Carlton Bowden, Ritz, Bartow. Special prizes for popcorn sales went to Harvey; John Thomas, Imperial; Tom Capuzzi, Sheridan, Miami Beach; and Brown.

In from the road was Charlie Turner, MGM salesman. . . . Expected here to attend the Georgia-Florida game was E. D. Martin, Columbus, Ga., head, Martin Theatres in Florida and Georgia, and new TOA president. Martin is scheduled to make one of the leading talks at the Motion Picture Exhibitors of Florida convention on Nov. 21-23, stated Bill Beck, convention chairman. . . . Bolivar Hyde, Lakeland, Fla., general manager of Talgar Theatres, was also expected here for the football game.



Rudy Berger, MGM sales executive from Washington, was at the office of Harvey Garland, FST chief booker. . . . Charles Tracy, Lakeland, Fla., visited Film Row. . . . Roy Benjamin, Jr., New York, was at the Variety Club visiting his father, Roy Benjamin, Sr., and his brother-in-law, Arv Rothschild, both of whom are leaders of the NTE circuit.

Howard Pettingill, ad-publicity director, Florida State Theatres, has moved his headquarters to Miami, Fla., where his department will be combined with the theatre group's promotional office there. He has been here for the past 10 years, is a member of Variety Club of Jacksonville, and a director of the cerebral palsy campaign committee.

Local B-67, IATSE film exchange employees, nominated the following slate of officers—Malcolm A. Baugh, 20th-Fox head shipper, president; Heywood Dove, Benton Brothers Film Express, vice-president; Earl Turbyfill, Warner booker, business agent; Mildred Elliott, Paramount office, secretary; and Oliver H. Matthews, U-I head booker, sergeant-at-arms. The union also planned a Christmas party for the membership at the Syrian-American Club on Dec. 11.

Ford dealers and salesmen of Florida and Georgia attended a two-hour sales meeting at the Florida which featured a CinemaScope short of 1955 model Ford cars and trucks.

## Memphis

Fame has come to John Coll, Memphis Ski Club president, and Paramount head shipper, and his "Film Row Brigade," which includes his other two shippers, George Little and Danny Wahlquist. They appeared on the screen at Loew's Palace in an MGM newsreel.

The opening of the Annual Tri-State Contract Bridge Championships at Hotel Peabody will have as a participant, M. A. Lightman, Sr., Malco Theatres, president of the Tennessee State Bridge Association.

John Hurd, Maxie, Trumann, Ark., advises that he is going to McAllen, Tex., and the theatre is under the management of Zell Joynes, who formerly operated this house. . . . Ann Hill, Columbia inspectress, underwent surgery at Baptist Hospital and is reported doing well. . . . An exhibitor seen none to often was J. Fred Brown, Skyvue, Fort Smith, Ark.

Visitors were Victor Webber, Center, Kensett, Ark.; Jim Dowdy, Lakeview Drive-In, Hardin, Ky.; Audrey Webb, Webb, Ripley, Tenn.; and J. K. Jameson, Joy, Bald Knob, Ark. . . . Katherine Randle, United Artists, reported a wonderful time at the National American Business Women's Association in Atlanta. . . . Allied Artists loses an inspectress, Burnette Burke, who will become Burnette Thomas and move to Cincinnati.

The most highly entertaining and by far the most successful undertaking of the local WOMPI to date was the pre-

Hallowe'en party-dance, with attendance over 200. The club is planning a Christmas dance.

Film Row is glad to see that genial gentleman Jack Katz is back in this area. Katz has leased the Ritz from Flexer Theatres, Inc. He is contemplating revising the policy to show all the top Hollywood films, including CinemaScope, as soon as available after downtown showings, and from time to time play the very best of the foreign films, around five to eight a year. This change removes long time Ritz manager Joe Simon, but Flexer states he will definitely be in the Flexer office. Katz was formerly with Paramount Tenarken here as district manager.

Aubrey Guy, Shirley D. Smith public relations firm, and formerly with WMCT, spoke at the regular monthly meeting of WOMPI at the Hotel Gayoso.

M. A. Lightman, Sr., Malco, took out a large newspaper ad intended to correct any impression a previous full page ad on "White Christmas" stating a "new obsolete" screen had been taken out and a new one installed might have that Malco was of the opinion that 20th-Fox's CinemaScope was now obsolete. The new ad stated, "Let it be clearly understood that we think CinemaScope is the greatest contribution to the motion picture industry since 'talking pictures.'"

## New Orleans

Gaston J. Dureau, Jr., president; Hank Plitt, vice-president in charge of theatre operations; Benny Bicknell, district manager; and John Magendie, purchasing department, Paramount-Gulf, were in Chicago for the TESMA annual convention and trade show.

A walking parade will launch the distribution of the New Orleans Tuberculosis Association Christmas Seal trailers being sponsored by the Women of the Motion Picture Industry, and scheduled to show in all of the theatres in New Orleans, St. Bernard, Jefferson, and Plaquemine Parishes. The procession consisting of members of the association, city officials, and members of other business organizations along with 60 WOMPI's carrying posters will proceed to the Joy preceded by band music, where a trailer will be presented to manager Ernest A. MacKenna and then on to other theatres. The presentations will be made by Mrs. Mary Morris, supervisor of the project, service chairman, and Jill Jackson, WWL's Hollywood reporter and an honorary member of WOMPI. Co-working with Mrs. Morris are Nathalie Odom, who scheduled playing the trailers in all theatres; Mrs. Ann Balencie, who carried out the detail and clerical work; and Helen Simonson, who made the WOMPI posters.

Film Row callers included Daryl George, Don George Theatres, Shreveport, La.; Mr. and Mrs. Rhodes, Hi-Way Drive-In, Bay St. Louis, Miss.; Jack O'Quinn, Kaplan, La.; Milton Guidry, Nona, Lafayette, La.; Percy Duplessis, El Rancho Drive-In, DeRidder, La.; and

John Luster, W. W. Page Amusement Company, Robeline, La.

A blaze destroyed the Sheff, Poplarville, Miss. B. V. Sheffield, owner, estimated the damages at \$75,000. The theatre was just recently equipped for CinemaScope presentations.

Franklin "Doc" Illman, who follows the roadshow route, was in with Harold Johnson, representative of Essar Productions, Inc.

## Florida Miami

Frank D. Rubel, Central States Theatre Corporation executive, Des Moines, was in. . . . Sympathy is extended to Betty Graves, Wometco purchasing department, in the death of her father. . . . Ed Heller is the new assistant, Tower.

Carl Jamroga, Wometco relief manager, was vacationing. . . . Sue Bennet is new at the Florida State Theatres switchboard. Her brother, Thomas Braun, is also the Paramount assistant.

His second boy and third child was born to Robert Thorner, Wometco Accounting Department. The newcomer's name is David.

## North Carolina Benson

Armed gunmen held up the boxoffice of the Cotton Boll Drive-In, between Dunn, N. C., and Benson, and escaped with more than \$100 taken from the cash drawer.

## Durham

The Criterion, of which Charles B. Edwards has been manager, has been taken over by Consolidated Theatres, Inc., Charlotte, which closed the house and said that it would be completely redecorated and reopened in about two weeks under the direction of the new management.

## Tabor City

R. M. Boovy, salesman, United Artists, is the proud grandfather and Bob Boovy, Jr., booker, U-I, is the proud father of a boy.

The Ritz was damaged by fire, being put out of operation temporarily. Flames originated from the furnace room as the afternoon show was getting under way but no one was injured except an employee, Horace Soles, who sustained arm burns while attempting to smother the flames. The Ritz is operated by Everett Enterprises, Charlotte.

## Weldon

B. E. Smiley, Warrenton, N. C., has been named manager, Center.

## Winston-Salem

The Forsyth will be closed when the site of its building and others on the north side of Fourth Street between Marshall and Spruce Streets is utilized for a new Woolworth's store.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

William B. Zoellner, head, MGM's shorts and newsreel sales, was in at the local branch.

Milton Gurian, Allied Artists branch manager, was in Huntington and Parkersburg, W. Va., and Bob Morell, manager, Twin Drive-In, was in St. Louis. Here on business was William G. Mansell, Warners district manager.

Realart and Lippert have the franchise in the Indianapolis and local areas for films of American Releasing Corporation.

Exhibitors in were Charles Williams, Oxford, O.; Chalmers Bach, Eaton, O.; John Gregory, Dayton, O.; Mr. and Mrs. R. A. Emmerick, Germantown, O.; Floyd Price, Newark, O.; John Vlachos, Harrison, O.; Ray Laws, Lebanon, O.; H. C. Davis, Stanford, Ky.; Joe Marshall, Danville, Ky.; James Denton, Owingsville, Ky.; William Stadlander, Lawrenceburg, Ind.; Charles Scott, Vevay, Ind.; Frank Mandros, Cabin Creek, W. Va.; John Goodno, Huntington, W. Va.; Jack and Gene Custer, Charleston, W. Va.; Don Keesling and Goode Homes, Bramwell, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.; Joe Joseph, Parkersburg, W. Va.; and J. C. Schiedler, Hurricane, W. Va.

The Arcona, Winchester, O., has been sold by William Hitchcock to Richard Tumbleson. . . . Jack Needham, independent booker, Columbus, O., observed his 75th birthday. . . . Julius Brown, a long-time employee along Film Row, is in the Veterans' Hospital here. . . . Beverly Hoffman, Warners cashier department, and Agnes Woester, contract department, vacationed in Florida.

## Cleveland

There was a very big kiddy turnout at the Colony for a trade showing of "Hansel and Gretel," released by RKO.

Harry Weiss resigned as Paramount publicity representative in charge of the Cleveland and Detroit exchange areas and went to New York. His successor is Leonard Gray, who hails from Denver, where he was formerly associated with the Harris Wolfberg Circuit.

James Dempsey, secretary and general manager, Sylvania Theatres, Inc., Toledo, O., owners, Telegraph and Parkside Drive-Ins, announced that construction has been started for a third outdoor theatre in that area, located at Monroe Street and Corey Road, Toledo, on a 20-acre site which will provide immediate space for 1,000 cars, to be later increased to 1,500 cars. The new theatre is estimated to cost approximately \$200,000. One of its outstanding features will be a 100 foot by 75 foot

screen. Completion is scheduled for May, 1955.

The Frank Belles testimonial dinner was a great success. Approximately 70 industry members, including exhibitors and distributors, were on hand to wish Belles luck in his new position as RKO branch manager. Previously, he was the company's sales representative in the Toledo, O., area. He was presented with an onyx desk set.

There are smiles in United Artists. Reason is that the branch won first place in the division in the first six-week "Robert Benjamin Sales Drive." Sharing in the prize money are branch manager Danny Rosenthal; salesmen Aaron Wayne and Jack Share; bookers George Bressler and Tony Reinman; and cashier Britta Vierling. . . . "Andy" Anderson, Jimmy Kalafat, Marshall Fine, and Stuart Cangney resumed an old custom by taking a couple of days to shoot pheasants. This used to be an annual affair, but it was discontinued in 1947 when George Erdmann, one of the group, died.

Peter Rosian, U-I district manager, will join other U-I district managers and home office officials on a trip to the west coast for a Dec. 6-10 sales conference. This will be followed by a district meeting in Cleveland on Dec. 12-13, to be attended by the following district branch managers and their sales personnel—Detroit, Joe Rosen; Philadelphia, Ed Heiber; Pittsburgh, Francis Guehl; and Cleveland, Carl Reardon.

M. B. Horwitz was master of ceremony at the Frank Belles testimonial dinner in the Theatrical Grill.

James Kalafat and Leroy Kendis, both of Associated Theatres, and Joe Rembrandt, Center-Mayfield, here, and Ellet, Akron, O., attended the TOA convention in Chicago. . . . Louis Gross, Central Shipping Room, and Mrs. Gross left to spend the winter in Florida, where they are now homeowners.

Republic is repeating a release formula that has been proving successful, to bypass a downtown first-run in favor of a multiple simultaneous first-run in the neighborhoods.

Patricia Medina, star, Columbia's "The Black Knight," made a flying trip here for the opening of the film at the Palace. She met with press representatives and appeared on several radio and television programs.

Sam Galanty, Columbia division sales manager, was in. . . . Nate Schultz, president, Selected Theatres, and brother Sam entered into a long term lease with Horace Shock for his three drive-ins, Lima, O., the Lima, Gloria, and Sharon. This brings the Selected Theatres Circuit to 13 theatres. The other ten are indoor theatres.

Horace Shock, it is reported, is interested in construction of a super market in Lima, O. . . . Paramount branch manager Harry Buxbaum, United Artists, and branch manager Danny Rosenthal are handball rivals.

## Detroit

In Jackson, Mich., construction has started on a new \$200,000 drive-in by Sylvania Theatres, Inc., on a 20-acre site which will provide accommodations for 1,000 cars initially and up to 1,500 later. The spot will have a 75 foot high screen. Opening is set for May 15.

Otto Preminger was in to show "Carmen Jones." He met first the press and later the disc spinners. Jean Kennedy and Sol Gordon ran both parties in the absence of David Idzal, Fox managing director. Idzal's wife, Minola, had just passed on.

Howard Pearl, United Artists ad man, was around setting up "The Barefoot Contessa" ads. Pearl slowed up long enough to prepare his Christmas cards, a special job which will startle several well-known people. . . . Manager Clarence Williamson, National Theatre Supply, reports installation of 96 Walker screens, 77 stereophonic sound systems, and 57 CinemaScope optical sound systems. . . . "Uncle Tom's Cabin" has been booked into 60 Michigan theatres. . . . Niel Talling, former Krim and Cinema manager and later public relations for Howe Military Academy, is back pitching for the American Motors' Hudson division. . . . Allied Artists manager Nathan Levin was in Chicago. . . . The A and W West End has been sold to George Fletscher. . . . Wayne Parsons has stepped up from managing to an executive spot with Saul Korman.

American Popcorn head Anthony Swarga will give up the popcorn business in favor of full-time operation of his two drive-ins. . . . The Starlight Drive-In, Holland, Mich., is being closed, with boss Louis Goldberg taking a winter rest in Florida.

The right of the state to tax concessions under the Michigan chain store tax was challenged by United Detroit Theatres. UDT, operating 16 theatres, felt that the concession service was a service to the customers and not a profit-making business. The Circuit Court felt otherwise and UDT will continue to pay tax.

The Time is joining the Mutual string. . . . Robert O'Dell has been added to the booking staff at Columbia. . . . A Robert Benchley short was added to the bill at the Coronet after the success that one made on a recent television program. . . . Kinfolks of General George Custer were invited to the "Sitting Bull" opening. . . . The convalescent list includes Ted Levy, U-I sales, recovering from a slipped disc; Frank Sullivan, operator, Senate; and Ann O'Donnell, Lippert office manager. . . . A third Mexican theatre has been added to the Azteca and Model. The new one, the Alamo, formerly operated by Saul Korman as the Bagley, will be in the hands of Frank and Herbert Strong.

The Studio and Coronet are going on a policy of first-run art and foreign films to be played day-and-date beginning on Thanksgiving Day. Another art film



house will be the Picadilly, purchased by Sol Krim from Tollie Berryman. . . . The Whitney, Ann Arbor, Mich., condemned as a fire trap two years ago, is being torn down to make room for a new Butterfield house. . . . Mickey Zide, coast guardsman pro tem, formerly of Allied, is a new boy's papa. . . . Ray Coppinger replaces Sherman Rice as night manager, Loop. . . . Rex Kinne is reopening the Lyons, South Lyons, Mich., . . . Sidney Blumenthal is engaged to marry. . . . The Mars, operated by Anthony and Julius Gugala, is joining Cooperative.

## Indianapolis

Branch auditor William Gunzelman, 20th-Fox, arrived for the semi-audit from the Pittsburgh exchange. . . . The Diana, Tipton, Ind., and the Tipton Drive-In, left the Indianapolis Cooperative Circuit. . . . Oscar Doob and James Shanahan arrived from New York for the world premiere of "The Last Time I Saw Paris," at Loew's. . . . Rex Carr has gone first-run at the Ritz. . . . Dale McFarlan, general manager Greater Indianapolis Amusement Company, is a member of the committee promoting "Indianapolis Day."

Abe Gelman, former branch manager, Columbia, has been named representative for Buena Vista. . . . Margaret Wilson, manager's secretary at Realart, and Jerry Hauck, Mooresville, Ind., were married. . . . Mrs. Shirley Pyle, Screen Classics, was called to the bedside of her mother, very sick at her home in Salem, Ind. . . . Ray Thomas, U-I salesman, is confined to the Methodist Hospital. . . . Exchange managers held a meeting making plans for the Christmas celebration for the Will Rogers Memorial Hospital. . . . Edward Spiers, manager, Allied Artists, was called to Chicago by the death of his brother-in-law.

Jack Sloan, State, Windfall, Ind., returned from a trip. . . . Mrs. Jack Ingram, daughter of Claud McKean, manager, Warners, was critically ill in a Bloomington, Ind., hospital, but is on the mend. . . . The new mail clerk at Warners is Mrs. Carolyn Camic.

George L. Landis, son of George Landis, Amusement Enterprises, will be hospitalized for many weeks.

The Variety Club, acquired new quarters at 512 North Illinois Street. The quarters are being completely redecorated under the supervision of Chief Barker Robert Conn. A series of social affairs will be announced soon. Allied Theatre Owners of Indiana will occupy a section of the building. It will move from the present location at 444 North Illinois Street.

Exhibitors included William Studebaker, Logan, Logansport, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; and Nick Paikos, Diana, Tipton, Ind.

## Pittsburgh

Wally Anderson, Anderson Circuit, closed his Kane Drive-In, Kane, Pa., due to bad weather. . . . Frank Urban,

Jr., Shade, Cairnbrook, Pa., and Savoy, Hooversville, Pa., is shopping for new screens and wide angle lenses to install in the two theatres.

RKO held a special morning show for school children and exhibitors on its forthcoming release, "Hansel and Gretel." The comment by all was excellent. . . . Alf Burnett, Bedford Drive-In, Bedford, Pa., has closed for the season. . . . John Lipsie, Blaire, Blairsville, Pa., left for some wild turkey hunting as the guest of his brother-in-law.

Bert Redfoot, Winder, Winder, Pa., and Pitt, Bedford, Pa., returned from California where he had gone to see his mother. . . . Jake and Ike Silverman, prominent exhibitors from the Altoona, Pa., area, have made a deal to install CinemaScope equipment for their Blair, Hollidaysburg, Pa.

Ken Dawson, Victoria, Gallitzen, Pa., has installed a wide-screen and intends to remodel his theatre. . . . Tommy Bello, Capitol, Nanty Glo, Pa., is conducting a giant bank night drawing every Saturday night. . . . Jimmy DiMauro, State, Vintondal, Pa., has gone to work for the Jewel T. Company as a district supervisor.

Cliff Brown, Temple, Kane, Pa., made a tieup with all high and grade schools on "Julius Caesar." . . . Wally Anderson, Anderson Circuit, recently returned from Buffalo, where he saw his daughter, Susie. . . . The Virginia, Wheeling, W. Va., booked the Tropper Singers and the Ballet Theatre to augment the screen policy.

Columbia came up with a policy of taking care of exhibitors the week before Christmas, when grosses are down, for a full week at a "live and let live" basis. It signed up 25 per cent of the Pittsburgh area and expects to serve better than 40 per cent of all theatres with this new plan. Pittsburgh will be the first area where this policy will prevail.

The Sun, Altoona, Pa., subsequent run, has started a policy of triple bills on Fridays and Saturdays. . . . Abe Weiner, Allied Artists branch manager, recently visited with his accounts in the Altoona, Pa., area.

## Ohio Columbus

Floyd E. Gooding, president, Gooding Amusement Company, was elected president, Columbus Boys' Club, and Leo Yassenoff, Academy Theatres, was chosen executive vice-president and first vice-president. Gooding is a member of the Michigan Showmen's Club and is past president, Showmen's League of America and the American Carnival Association.

The District Court of Appeals, composed of three judges, is considering an appeal filed by Harry Wright, attorney for RKO; the Independent Theatre Owners of Ohio; Martin Smith; and

## SW Showman Awarded \$475

PITTSBURGH — Stanley Warner successfully concluded its three-month long showmanship tribute to national president Si Fabian by singling out 10 managers as winners in its "Fabian Fabulous Forty" drive, it was announced recently.

Judging of the final month's stanza of the exploitation-advertising campaign took place in the office of M. A. Silver, zone manager, who, together with district managers, film buyers and bookers, and advertising heads, carefully reviewed pressbooks, newspaper tear sheets, photos, and letters of evidence to decide the recipients of \$475 in prizes.

Winner of the first place in the judging was William Wyatt, Virginian, Charleston, W. Va., with Anthony Collincini, Manos, Greensburg, Pa., and Henry Rastetter, Warner, Erie, Pa., tying for second place and receiving \$75 awards.

Fifty dollar bonds were voted to Jules Curley, Haven, Olean, N. Y., and Howard Higley, Allen, Cleveland. Five additional prizes of \$25 each went to Ben Schwartz, Lincoln, Massillon, O.; "Doc" Elliott, Ohio, Lima, O.; Gus Nestle, Wintergarden, Jamestown, N. Y.; Alfred Goddard, Latonia, Oil City, Pa.; and Julius Lamm, Colony, Cleveland.

The panel of judges who served to choose the winning entries, included, along with Silver, assistant zone manager B. W. Steerman; chief film buyer-booker Saul Bragin; his first aide, Marvin Samuelson; and assistant Bud Gilliam, Gus Davis, and Bernard Elinoff; district managers Dinty Moore, Pittsburgh and Main Line; Dick Wright, Ohio; Frank Harpster, West Virginia; and Bob Bowman, Erie, Pa.; and Henry Burger, zone advertising-publicity chief, with Phil Katz, assistant.

Pittsburgh's outstanding campaigns for the past three months are being sent to New York, where, in competition with outstanding work from managers in other Stanley Warner zones, grand final winners are to be designated, among them a top winner of a two-week trip to England.

Horace Adams from the decision of Judge Ralph Bartlett, Franklin County Common Pleas Court. Bartlett refused to grant an injunction against the Ohio censor board sought by the plaintiffs.

The Ohio censor board is installing equipment in its State Office Building screening room for CinemaScope.

In a recent bulletin the Independent Theatre Owners of Ohio gave a listing of additional pictures on television via WTVN, Columbus; commented on "forced" higher admission prices; and discussed toll TV and local taxes. Exhibitors also were cautioned to watch aspect ratios on reissued shorts on new screens, while National Screen Service was praised for furnishing "better" trailers. Booklets on theatre safety were sent along with the bulletin.



## NEWS OF THE

## Territory

## Chicago

Tom Carlton was appointed a McVickers aide. . . . David Barrett, Carnegie manager, took advantage of a vacation to repair his home in New England which had been damaged in the hurricane. . . . Mary Ward was named Devon aide.

Walter Lyons, Covent manager, and his wife "had their best vacation yet." . . . Edward Trinz came from California to visit his brother, Howard Trinz.

Thomas C. McConnell, theatre attorney, and his wife, returned from a six-week European trip. . . . The Colosseum of Motion Picture Salesmen of America convenes at the Drake Hotel on Nov. 19-20.

In several actions taken at a meeting, the board of directors of Allied Theatres of Illinois welcomed the creation of the Joint Exhibitors' Committee on Toll-TV and recommended the organization's support in the fulfillment of the committee's objectives; approved the scheduling of a 24th anniversary celebration of Allied Theatres of Illinois at the Chez Paree, Chicago, sometime in December, with date and committees to be announced; endorsed the 1954 Will Rogers Memorial Hospital Christmas "Salute," calling upon the entire membership to give this important industry effort complete cooperation; and received a report from Jack Kirsch, president, that members of Illinois Allied raised the sum of \$17,396.15 through the Variety Club audience collections in October for LaRabida Jackson Park Sanitarium. This amount, Kirsch reported, exceeds the 1953 collections in Allied theatres by more than \$2,000.

Irving Lipnick, who joined the State managerial staff, was in the theatre operation 20 years for Warner Theatres. . . . John Featherston, 52, Washington Royal Oak, Mich., passed on.

Edward H. Wolk, motion picture parts supplier, went to the Mayo Clinic for a checkup.

O. J. Chandler, Tivoli, Richmond, Ind., resigned after 56 years in the industry. . . . Wally Heim, United Artists regional publicity director, who injured a knee in a fall on stairs, left the hospital.

Profuse birthdays greetings went to John Balaban, 60, B and K chief, and to his son, Bill, 27, who celebrated on successive days.

Eighty pictures, fewer than usual, totaling 401,000 feet, were examined by the police censor board in October. Twenty-two, more than a fourth, were foreign. Six cuts were made and of the four marked "adult" three were American and one from abroad.

Judge Abraham L. Marovitz, who is popular at Variety Club, suggests that the famed Denver sanatorium change its name to "Free Tolerance Hospital."

Francis A. Starr, was transferred by Frisina Amusement Co. from the Roxy, Shelbyville, Ill., to the Roxy, Springfield, Ill. He was previously with Florida State Theatres.

An audience of 3,500 almost filled the Uptown for the Met TV opening. The advance sale of tickets indicated large attendance and Leo Brown, manager, organized for the event by surrounding himself with experienced managers and publicists from B and K.

Notre Dame football broadcasts were being discontinued at the Marbro, Tivoli, and Uptown.

James Jovan, Monroe owner, closed the house for two days to install Cinema-Scope. . . . Harris Dudelson, district manager, Walt Disney Productions, went to the hospital for observation.

Lyle Meek reopened the Brad, Bradford, Ill., after leasing the house from H. W. Johnson. Meek is Stark manager at nearby Toulon, Ill.

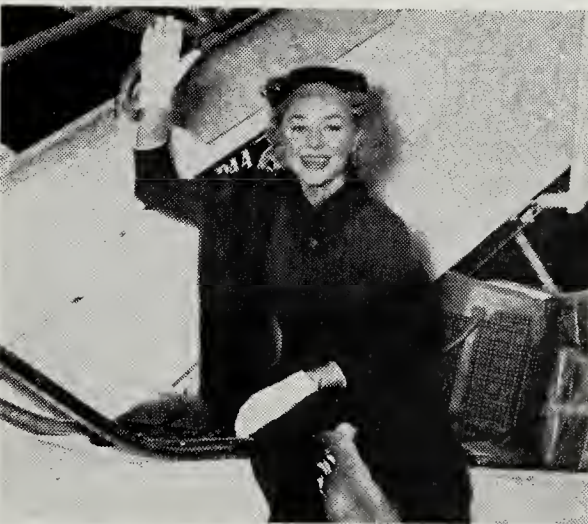
Jimmy Shields, B and K office manager, was vacationing for three weeks in Canada.

With the closing of its drive-in at Peru, Ind., for the winter, manager Richard Seward was transferred by Alliance Circuit to direct the Mars, Marseilles, Ill.

Paul Musser, Casey, Ill., theatreman, returned home after three weeks here in the hospital.

## Dallas

Federal Judge James V. Allred, United States District Court for the Southern District of Texas, granted six plaintiff distributors' motions to consolidate their separate percentage actions and for a broad order of inspection of exhibitors' theatre books and records. The actions were brought by Columbia, Warners, U-I, RKO, Paramount, and 20th-Fox



Glynis Johns, noted British star, recently signed to play one of the leading feminine roles in Danny Kaye's "The Court Jester," upcoming VistaVision comedy for Paramount, is seen as she arrived in New York by plane from London enroute to the coast.

against William A. Smith and Texas Theatres, Inc., as defendants operating the Texas, Pharr, Tex. Judge Allred required the defendants to produce all of the theatre books for a six and one-half-year period from Jan. 1, 1948 to the date of filing the suits. Judge Allred's order in Texas is the first to cover a period of such length, and follows a line of similar orders granted in more than 25 other federal jurisdictions.

"Captain" Egbert O. Hall, 76, former Dallas man who sold his film exchange in the 1920's because he "didn't think the movies would make any money," died in a Tucson, Ariz., hospital. He is survived by a son, four daughters, 16 grandchildren, and nine great-grandchildren.

John S. Allen, southwest MGM sales manager, was back at his local headquarters after a visit to the home office in New York City.

More than 75 distribution executives and Texas film salesmen heard R. J. O'Donnell and Vera Ellen speak on the Will Rogers Memorial Hospital to the people in show business at a luncheon at the Town and Country Restaurant, which opened the Christmas Salute drive for the hospital. The first contribution to the fund was made by Vera Ellen when she presented a \$100 check to R. J. O'Donnell, national chairman as well as Texas exhibitor chairman. W. C. Hames, branch manager, UA, is distributor chairman of Texas; and Kyle Rorex, executive director, Texas COMPO, will coordinate the campaign. Salesmen will obtain as many signed scrolls as possible between now and Dec. 18.

## Des Moines

A bold gunman held up the cashier at the Des Moines boxoffice and escaped with \$20 in dollar bills. Marilyn Wicker, cashier, did some quick thinking by handing over only her dollar bills and covering up the larger bills.

The Clinton IATSE local 332 has voted to turn down an offer of a five cents an hour increase in pay from Central States Theatre Corporation and voted in favor of a strike. The union representative is scheduled to meet with Central States officials before the 14 projectionists walk out. The houses involved include the Capitol and Rialto, Clinton, Ia., and theatres at Fulton and Morrison, Ill.

## Kansas City

Bill Porter, auditor for Allied Artists, is back for an extended visit. AA is starting its own shipping room and the following have been employed—William F. Gill, head shipper; Virginia Applegate, head inspector; Esther Richter, inspector; and Carrie Williams, inspector.

The Motion Picture Association of Greater Kansas City set Dec. 6 for the annual election. . . . Jack Frost, salesman, United Artists, resigned to go with Buena Vista. He will be working out of Omaha, Des Moines, and Kansas City.



Shirley Thompson has been employed as the new booking clerk at U-I. She replaces Rosalie Wise, resigned. . . . Mrs. Mary Kiphart is the new office secretary at Capitol Flag and Banner Company. . . . M. A. Levy, 20th-Fox district manager, Minneapolis, was a visitor.

Bob Bailey is the new assistant to Gene Walden, manager, Roxy. The house is operated by the Durwood Circuit. . . . Film Row visitors were W. F. Sonnenman, Springdale, Ark.; Lily Welty, Hill City, Kans.; Dewey Kisor, Gallatin, Mo.; Mr. and Mrs. Harold Porta, Osceola, Mo.; and Max Davis, Lyons, Kans.

## Los Angeles

A 1,000 car drive-in with giant CinemaScope screen 110 feet wide was given the go-ahead by the Fullerton City Planning Commission after numerous requirements were imposed to assure protection to surrounding property owners. Citrus Drive-In Theatre Corporation, part of the Aladdin Drive-In Theatre Circuit, which is currently launched upon a \$3,000,000 expansion program, will lease a 13-acre site from W. C. Sangster and David Miller. The \$200,000 project will be constructed as soon as possible, according to Julius Tuchler, theatre chain representative. Tuchler said the Aladdin Circuit is also building new drive-ins in Torrance, the San Fernando Valley, the Pomona-Riverside area, and in the San Bernardino-Redlands-Colton area.

## Milwaukee

Many prominent persons were at the speakers' table when Harold J. Fitzgerald, recently retired president, Fox-Wisconsin Amusement Corporation, was honored at a testimonial dinner at the Schroeder Hotel. Industryites on hand were Ben Marcus, national president, Allied Theatre Owners of America; Oscar E. Olson, business manager, Local 164, motion picture projectionists' union; and Gordon Hewitt, general manager, Fox-Wisconsin Amusement Corporation, who was master of ceremonies. Out-of-town guests included Nate Blumberg, president, U-I; George C. Hoover, Miami, Fla., international chief barker, Variety Clubs International; and Sigmund Goldberg, state president, Allied Theatre Owners.

James E. Velde, western division manager, UA, was in for a three-day series of sales meetings with the company's midwest district distribution chiefs and sales staffers.

## Minneapolis

Elmer A. (Al) Lee, 53, partner in the local Leola and the Orpheum and Sunset Drive-In, Pipestone, Minn., died following a brief illness. He also was a stockholder and a member of the board of directors of Minnesota Entertainment Enterprises, member of the board of North Central Allied, and a member of the Northwest Variety Club. . . . Roger Dietz, booker, Columbia, vacationed at home.

Howard Goldman, cooperator, White Bear, White Bear Lake, Minn., and his wife returned from a honeymoon trip to New York City. . . . Chick Evens, 20th-Fox exploiteer, was in. . . . Ione Toftar is the new U-I stenographer.

Archie Herzoff, advertising and promotion manager, U-I, was in. . . . Ivan Fuldauer, MGM midwest press representative, was in. . . . Al Kove is the new RKO shipper. . . . Bill Danelz, operator, Border, Elmore, Minn., celebrated his 10th anniversary in show business by holding an open house and scheduling two showings of "Kentucky."

Recent out-of-town exhibitors on the Row were Robert Hood, Abbotsford, Wis.; Leonard Svihel, Lake Preston, S. D.; Eugene Tacke, International Falls, Minn.; Doug Engels, Pepin, Wis.; and Ken Pepper, St. Croix Falls, Wis.

Dorothy Wilk, office manager, North Star Pictures, and Reno Wilk, operator of drive-ins in the area, attended the TOA convention in Chicago. . . . Gunnar Dahlstrom, partner in Dahlstrom and Weinberger, theatre decorators, left on a trip to Sweden to visit his family.

Joe Podoloff, Vogue, has been ordered by the city building inspector to move back the boxoffice, which encroaches about four feet onto the sidewalk. The encroachment never became an issue until the city undertook widening of the street in front of the theatre. . . . A testimonial dinner will be given for W. H. (Bob) Workman, branch manager, MGM, at the Nicollet Hotel on Nov. 22. Workman is retiring.

## Oklahoma City

Police juvenile investigators at Tulsa, Okla., arrested 13 Red Fork youths who admitted taking part in vandalism which caused about \$500 damage to the Cove, according to manager Pat Silverio.

Mrs. Grace Crismon has sold the Ritz, Texhoma, Okla., to E. M. Anstey. . . . H. H. Carlile has opened a new drive-in in Dimmitt, Tex., the 51 Drive-In, which he will operate in conjunction with his conventional house.

Actress Vera-Ellen was in for a personal appearance at the opening of "White Christmas" at the Criterion. . . . Branch manager "Buck" Weaver, Paramount, is convalescing from pneumonia in Wesley Hospital. . . . Mrs. Delores Moore, PBX operator, Paramount, has resigned, awaiting a blessed event. Barbara Janowiak is replacing Mrs. Moore.

Seen on Film Row were Walter White, Alex, Alex, Okla.; Don C. Cole, Bison, Buffalo, Okla.; Mrs. E. H. Hogland, Wolf, Lone Wolf, Okla.; Beaty Chronister, Washita, Hammon, Okla.; Mrs. Rhoda Cates, Tower, Seiling, Okla.; Sam Ridgeway, Trend, Maysville, Okla.; R. H. Duckett, Taloga, Taloga, Okla.; Melville Danner, Circle, Waynoka, Okla.; Izah Adams, Ritz, Sulphur, Okla.; Grady Hightower, Tower, Terral, Okla.; G. E. Ortman, Ortman, Hennessey, Okla.; and A. D. Brawner, Mission, Hooker, Okla.

## Omaha

Exhibitors attending a regional meeting of Iowa-Nebraska Allied at the Fontenelle Hotel expressed approval of the action of the national organization on proposed legislation for government regulation of the industry. Similar sessions were held at Parkston, S. D., and Des Moines, at which officials who were present at the Milwaukee meetings spoke.

Alice Neal joined the Goldberg Circuit as secretary to Ralph Goldberg, replacing Mabel Mitchell, who resigned after many years with Goldberg. Miss Neal left Warners about two years ago after 20 years with WB. . . . Howard Kennedy, Broken Bow, Neb., exhibitor, was elected to the board of the recently organized Nebraska Beef Council. Kennedy is nationally known as a Shorthorn breeder.

Funeral services were held for Mrs. Mary Francis, 71, mother of Allied Artists branch manager Sol Francis and Sophia Volkert, employe, Omaha Film Depot. . . . Jack Renfro, Theatre Booking Service chief, went to Hugoton, Kans., for funeral services for his father.

A number of theatres have opened with CinemaScope, including those operated by N. R. Nothen at Remsen, Ia.; Menno, S. D., owned by Frank J. Burns; the West, Sioux City, Ia., owned by Lou Weiner; the American Legion, Paxton, Ia.; Roxy, Peterson, Ia., operated by Rollie Klinefelter; and the theatre at Odebolt, Ia., owned by Bill Horstman.

Clyde Crump, Yankton, S. D., exhibitor, and his wife have a new baby girl. . . . Woody Simek bought equipment and furnishings when the theatre at Hooper, Neb., was sold and is using some of it at his new Ashland Circle A. Rudolph Stastny, Hooper exhibitor, disposed of his property when the building was sold for use as a paint store and is now in the drug business in Omaha on the new northwest radial highway.

The damage action which started as the result of the sale of the Crest Drive-In, Beatrice, Neb., ended with a settlement out of court. Plaintiff Saul Frank, McPherson, Kans., had sued claiming that he was given fraudulent information on which he based his decision to buy the outdoor spot from V. C. Anderson and C. M. Alspach, also of McPherson, for \$125,000. Frank was given \$55,000 damages, with \$70,000 to be paid later.

## St. Louis

The legislative committee of the Board of Aldermen decided to report out without recommendation two bills to bar racial discrimination in hotels, theatres, and restaurants.

In Neoga, Ill., the 300-seat Neoga was reopened under a plan sponsored by merchants. Kermit A. Bushur will operate the theatre under the new arrangement, and shows are to be given on Friday, Saturday, Sunday, and Monday.



The Lafayette, St. Louis Amusement Company Circuit, reopened.

In Berkeley, Mo., plans for a 50-acre public amusement center in a tract of land bounded by Natural Bridge, Brown, and Airport roads in the northwestern part of St. Louis County have been detailed by William H. Zimmerman, president of the corporation developing the \$300,000 project. The site is adjacent to the Parker's Skyline Drive-In, which, however, will eventually be closed to make way for an expansion of the Lambert-St. Louis Municipal Airport and the widening of Natural Bridge Road.

Some 10,000 toys were collected for tots through special matinees in 19 local theatres in cooperation with the Better Films Council of Greater St. Louis and its 1954 "Toys-for-Tots" drive.

At Quincey, Ill., a burglar broke into the Glen and forced a door leading into the theatre office, which he thoroughly ransacked.

In Greenville, Ill., a thief stole a coin box from the confection counter of the Bond. The coin box was being used to obtain donations to the Will Rogers Memorial Hospital.

Thieves broke into the El Capitan Drive-In, Metropolis, Ill.

David Sayetta, 72, operator, Kirkwood Hotel, Kirkwood, Mo., and father of Sidney Sayetta, resident manager in the St. Louis area for Midwest Drive-In Theatres, died of a coronary thrombosis at St. Joseph's Hospital, Kirkwood.

Jim Hazel, St. Louis representative for Manley, Inc., became the father of James Goldbert Hazel, Jr. Mr. and Mrs. Hazel also have three daughters.

Miss Erline Mary Steinberg, daughter of Mr. and Mrs. Nat Steinberg, Clayton, Mo., was married to David R. Rich, Steinberg, a veteran film salesman and exchange manager of St. Louis, is now associated with WIL.

Out-of-town exhibitors seen along Film Row were Caesar Berutt, Rolla, Mo.; Bill Wandell, Lebanon, Mo.; Judge Frank X. Reller, Wentzville, Mo.; Russell Armentrout, Louisiana, Mo.; Forrest Pirtle, Jerseyville, Ill.; B. Temborious, Breese, Ill.; Charley Beninati, Carlyle, Ill.; Herman Tanner, Vandalia, Ill.; John Giachette, Frisina Amusement Company, Springfield, Ill.; and Joe Goldfarb, Alton, Ill.

George Pliakos, Regal, was in the Jewish Hospital for a checkup.

The South Twin Drive-In, located near the junction of the Lemay Ferry and Buckley Roads in the southern part of St. Louis County, will be opened on Nov. 11. It will be owned and operated by the Wehrenberg-Krueger interests.

In Salem, Ill., the Lyric was reopened by the Cluster Theatres after being dark for about 20 months. Loren Cluster, general manager, said that the Globe,



Arthur Landsman is head, Statewide Drive-In Theatres, San Antonio, Tex.

closed when the Cluster Drive-In reached the peak of the summer season, will not be reopened, at least for some time to come.

The old Garrick, 1500-seater, owned by W. Harrison Wooten, real estate operator, and purchased by him for a reported price of \$125,000 about a year ago, is to be torn down to make way for an automobile parking lot.

The "Toys for Tots Matinee" sponsored by the Better Films Council in cooperation with the management of various theatres was staged on Nov. 6. The toys collected through the matinees are refinished and repaired by the Toy Shop operated by the Board of Religious Organizations.

Paul Musser, Casey, Ill., has been hospitalized at Chicago. . . . Out-of-town exhibitors seen along Film Row included Mr. and Mrs. J. F. Janssen, Okaw, Findlay, Ill.; Dale C. Turvey, Pawnee, Ill.; Herman Tanner, Vandalia, Ill.; Forrest Pirtle, Jerseyville, Ill.; Joe Goldfarb, Alton, Ill.; Bernard Temborious, Breese, Ill.; Paul Stehman, Winchester, Ill.; Otto Ingwersen, Montgomery City, Mo.; Bill Wandell, Lebanon, Mo.; Caesar Berutt, Rolla, Mo.; Frank Plumlee, Farmington, Mo.; and Russell Armentrout, Louisiana, Mo.



Robert Emmett Dolan, second from left, producer, Paramount's "White Christmas," and director Michael Curtiz recently met at the Paramount coast studio with officers of the Southern California Society for Mental Hygiene to play the west coast benefit premiere of the film at the Warner Beverly. The ladies, from left, are Mrs. M. A. Seymon, premiere planning committee chairman; Mrs. William D. Murdock, society president; and Beatrice L. Kotas, society assistant director.

Leon Koch, manager, Grand, DuQuoin, Ill., and Charles Dickens, projectionist, were each presented with a silver tray in recognition of their 25 years of service with Fox Midwest, also celebrating its silver anniversary.

Fanny Krause, cashier at the MGM exchange, visited the company's home office while in New York on vacation.

## Salt Lake City

Giff Davison, branch manager, RKO, entertained approximately 200 children at the trade showing of "Hansel and Gretel" at the Studio. . . . In town was Patricia Medina for a personal appearance at the Lyric in connection with "The Black Knight." Vera-Ellen was also at the Uptown for the opening of "White Christmas."

Ladies of Variety entertained at a cocktail party, turkey dinner, and dancing in honor of Patricia Medina. . . . Harry Swanson and John Bugger, Service Theatre Supply, with Clyde Blasius and Orin Hazen, Associated Amusements, returned from Chicago. . . . Alvin Knox, president, Service Theatre Supply, enjoyed a visit with Joe Bamberger, Vallauris, France. Knox was associated with Bamberger during the several months he and Mrs. Knox spent in Europe. . . . Joe Santi, Price, Utah, was in.

## San Antonio

It's a baby daughter for Billy and Charlotte Elder. Father is the manager, El Capitan Drive-In. . . . James Laney has been appointed Hi-Ho manager by Tom Sumners, who purchased it from Gidney Talley.

Dan Goodwin, manager, Hi Park Drive-In, reports that the screen of the drive-in and the snack bar have been enlarged. . . . A hearing on an appeal of an injunction against a drive-in was scheduled to be heard. The injunction was granted in a case brought about by property owners. The drive-in is being constructed by Robert L. Strickland.

Robo, the robot elephant owned by the Ezell and Associate drive-in circuit, was scheduled for a one-week stay at the circuit's Fredericksburg Road Drive-In.

Work has been completed on the 120 foot wide, 55 foot deep screen at the Trail Drive-In, Houston, Tex. . . . Bob Bru, manager, South Main Drive-In, Houston, Tex., has come to the aid of polio stricken people who desire to come to the drive-in to see a movie. Heretofore this was impossible due to the fact the battery powering a portable iron lung would not last long enough to let a patient stay through a picture. Bru rigged up a special line from the projection booth with AC current to power the iron lung on one of the speaker posts in the center of the drive-in.

J. D. Brown, owner, Palace, Brownwood, Tex., announced that showings will be held now five days a week. . . . New evening opening hours have been



announced for the Mac, Plains, Tex. Bruce Wilkerson announced that evening showings will start at 7 P.M. so that children going to school and attending the theatre will be able to see a complete show and go home earlier. . . . Lee Hobbs has been named manager, Twin Sheppard Drive-In, Wichita Falls, Tex., according to Mel Kelly, city manager, Weisenberg Circuit.

A 17-year-old high school boy was sentenced to 30 days in jail for stealing a speaker from the Buckhorn Drive-In, Alice, Tex., operated by H. C. Gunter. The judge said that although the speaker itself was not very valuable, the offense of destroying anybody's property is serious. . . . Frank Glasscock, manager, Trail Drive-In, Pleasanton, Tex., replaced the screen of the drive-in which had been wrecked in a windstorm.

A fire at the Parkway, San Angelo, Tex., caused damages estimated at about \$15,000, according to Ray Howell, manager. . . . Mr. and Mrs. Vernon Murphree reopened the Parkway, Iowa Park, Tex. Murphree was formerly employed by the Twin Sheppard Drive-In, Wichita Falls, Tex.

### San Francisco

Sam Gardiner, manager, MGM, lost his mother, Mrs. Anna Gardiner, who



Will J. Conner, executive vice-president, John Hamrick Theatres, left, and Veto Stewart, Seattle branch manager, Warners, are seen recently discussing the campaign for fund raising in behalf of the Will Rogers Memorial Hospital, Saranac Lake, N. Y. Well known for their humanitarian work in the industry, these men are serving as co-chairmen for fund solicitation from the Seattle office, which includes all of Washington, Alaska, and Idaho.

died in Los Angeles. . . . Laurence Berg, theatre circuit owner, died following illness. . . . Robert Hazard, office manager, United Artists, reported that his father died in Detroit.

Local F-17, front office employees, applied to the Labor Relations Board

for premission to withdraw from IATSE in order to associate with the Office Workers International Union. The Office Workers International Union now controls the office employees of the studios and exchanges in the Los Angeles area.

Tiger Thompson was hired by United Artists to publicize "The Barefoot Contessa." . . . Visitors were Al Stanford B. B. Byard, C. J. Remington, and Emil Palarmo. . . . An office buffet luncheon and a radio clock were given Martha Symons in the inspection department of Warners for the past 10 years, upon the occasion of her retirement.

New to the industry and to the Golden Gate is publicist Joseph A. de Victoria. . . . Rose Rivas, booker's stenographer, Allied Artists, is engaged.

Mel Hulling, co-owner, Allied Artists west coast franchise, was called from his home to Hollywood by the sudden death of his brother-in-law, W. H. Rudy, an insurance executive.

### Seattle

The annual meeting of the Theatre Owners of Washington, Northern Idaho, and Alaska was held at the New Washington Hotel. . . . Jack Barber and John E. Peterson, Modern Theatre Supply, returned from the Chicago meetings.

Selom Burns continued on to England on business and is now in London.

Walter Hoffman, Paramount publicity director, was working on "White Christmas" in Southern Oregon, Bellingham, Wash., and Spokane, Wash.

Allen Wieder, MGM field man, was spending time in Oregon and Spokane, Wash. . . . Leo Lantz was in San Francisco with the idea of buying an art theatre. . . . Harmon Matin, Royal Metal, completed a survey of theatres in Utah and Idaho. . . . The Rivoli marked its 41st year.

The El Rancho Drive-In, located on East Valley Highway between Renton, Wash., and Kent, Wash., closed.

Masonic funeral services were held for Howard McKee, 75, a retired projectionist and a Seattle resident for 45 years. McKee was a member of Local 154 since 1912.

Manager Hugh Becket announced that the closing date of the Met has been postponed.

Joseph Danz, 67, well-known theatreman, died at his home after a long illness. Danz built the Embassy 29 years ago and owned and operated it continuously since. Before devoting his complete attention to the Embassy, he owned and operated five theatres. Surviving are his wife, two brothers, and three sisters.

The Tacoma, Wash., City Council dropped the tax on tickets under 50 cents after theatremen made the plea.



Monumental achievements have marked each era of mankind. One such achievement within reach of future generations is the conquest of tuberculosis.

This year is the 50th anniversary of the organized fight against TB in our country. In these years the TB death rate has been cut 90%; yet TB strikes every five minutes.

It is within man's power to eradicate tuberculosis—your purchase of Christmas Seals will help to make this possible.

This year put two Christmas Seals on every card, letter, and package.

## buy Christmas Seals

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## NEWS OF THE

## Territory

Boston  
Crosstown

Western Massachusetts Theatres, Inc., acquired 50 per cent interest in the Lawler, Greenfield, Mass., and adjoining real estate, along with half interest in the Amherst, Amherst, Mass. These properties represent the estates of the late Nicholas, Thomas, and Frank Lawler, three brothers who formerly operated the Lawler. Samuel Goldstein, president, was non-committal on his plans as to the operation of the Lawler. He also operates the Garden, Greenfield, largest house in the city. The Lawler was built about 40 years ago. Goldstein stated that he is uncertain of the plans for the Amherst, which was included in the deal. The leases on the Lawler and Amherst had been held by the Shea Circuit, running until Aug. 1, 1955. The Lawler properties including the theatre and connecting commercial structures are estimated at an assessment value of \$154,200.

For the first time, the Exeter Street has made a store tie-in. Miss A. Viola Berlin, managing director, agreed to a public contest tieing in U-I's "High And Dry" with Paine's Furniture Company and Hamilton Metal Products Company, manufacturer of Skotch Grilles and Skotch Coolers. The contest requires entrants to identify the Scottish clans represented by five Scottish plaids displayed in a window in Paine's Arlington Street store. The first three correct answers to be received by mail at the store will win a choice of a Skotch Grille or a Skotch Cooler. The plaids are changed each Monday when a new series begins, with the contest to continue through the engagement of "High And Dry." John McGrail, U-I publicist, is in charge of the arrangements for the contest.

Three New England leaders in exhibition and circuit operation were honored at the TOA convention in Chicago. First came word of the election of Samuel Pinanski, president, American Theatres Corporation, as honorary chairman of the board succeeding the late Charles Skouras. The following day, industryites learned of the elections of Martin J. Mullin, president, New England Theatres, Inc., and Arthur Lockwood, treasurer, Lockwood and Gordon Enterprises, to the executive board of TOA.

Ernest Warren and his wife spent a week visiting their married daughter in Washington, D. C. . . . The sale of television sets in the Boston area during September rose to over 1,220,000 making an increase over the previous month of 13,220.

Carl Goldman, booker, Affiliated, was recently installed Vice-Grand, Covenant Lodge 16, IOOF.

Mr. and Mrs. Joseph Kennedy, Kay, Meredith, N. H., are the parents of a daughter. . . . Nat Hochberg, veteran exhibitor, has given up the leases on the Melrose, Melrose, Mass., and the Coolidge, Watertown, Mass., and is retaining the Stoneham, Stoneham, Mass. Raphael Sandlow, who has been operating the Fellsway, Medford, Mass., for two years has taken over the leases on the Melrose and Watertown houses as of Nov. 7, after a week when the theatres were dark.

Molly Daytz, office manager, Daytz Theatre Enterprises, flew to Los Angeles to attend a wedding of a member of her family and remained on the west coast for a week. On her return, Arlene Kisloff, booker, took off for the Naval Training Centre in Bainbridge, Md. She is a Wave reservist and was to spend two weeks on training duty in Maryland.

Herbert Schaefer, handling Buena Vista in the New England area, has taken quarters at 110 Arlington Street. . . . Recent visitors to Affiliated Theatres Corporation who rarely come to town were Ambrose Laughlin, general manager, Interstate Amusement Company, operating the Jax, Colebrook; Jax, Jr., Littleton and Colonial, Bethlehem, all in New Hampshire; Mrs. James Fountain, wife of the owner of the Town Hall, Woodstock, Vt.; and Mr. and Mrs. Ronald Warren, Lubec, Lubec, Me.

American Theatres Corporation sold the building block in East Milton, Mass., which houses the State, to Aaron Shindler. After renovations to the theatre, it will be reopened under the management of Morris Sidman, well-known manager.

General Teleradio, Inc., announced the resignation of Linus Travers, executive vice-president, The Yankee Network. A pioneer in motion picture advertising over radio, Travers recently launched a series of successful advertising of motion pictures over TV, sparked and exploited by Terry Turner. In a formal release, Travers stated that after more than 25 years in the stations operating business, he will enter a new field, setting up a company to specialize in radio and TV sales, promotion and merchandising.

The attractive Fine Arts Gallery connected with the Fine Arts, Maynard, Mass., is now open to patrons. Burt Coughlin arranged a display of the canvasses of such well-known New England artists as Theme, Gruppe, Warren, Greenleaf, and others, with the gallery open one half hour before curtain time each day and evening. This showcase for the exhibition of the works of prominent artists has long been the dream of Mr. and Mrs. Coughlin, who took over an old barn and remodeled it into a charming display place for the canvasses.

The first theatre on the South Shore to install the full stereophonic four-channel CinemaScope magnetic sound with auditorium-effect speakers is the Lincoln Theatre, Quincy Point, Mass. Al Baumier, owner, ordered the installation from Massachusetts Theatre Supply

Company along with new Century Altec-Lansing projectors. Hard-of-hearing aid and bone instruments were also installed. Massachusetts Theatre Equipment has also installed new Century water-cooled projectors and Strong Super 135-ampere arc lamps with Bausch and Lomb anamorphic lenses at the Redstone's Revere, Mass., Drive-In. The Fine Arts, Maynard, Mass., is the first in New England to install Super Kiptar Vidoscope lenses made in Germany, purchased through Massachusetts Theatre Equipment. This theatre also has the Super Panatar anamorphic attachments.

Installations of CinemaScope equipment of the optical sound track type are booming in Maine. Lucie and Omar Giberson, Colby, Bingham, recently put in this equipment in their 372-seater. This theatre, situated in a little community north of Skowhegan, is in a popular hunting and fishing resort area and was the first to install 3-D and a curved screen in that section. James Pollard installed CinemaScope in his Community, Auburn, and Mexico, Mexico, and has plans to put it in his Rumford Drive-In. Connie Russell has had CinemaScope in his first-run Bijou, Bangor for about a year, and is now placing it in the second-run Park, Bangor, and in his Strand, Orono. The equipment is in the Playhouse, Newport, and owner Sam Nyer has ordered it for his Opera House, Stonington. CinemaScope is also in Andy St. John's Bijou, Pittsfield; in Lester Hughes' Nordica, Freeport; in Rene LeBrun's Star, Limestone; in H. C. Pettingill's Opera House, Island Falls; and in Ira Howes' New, Patten.

Julius Cassinelli, who operates the Bartlett, Bartlett, N. H., has taken over the lease on the Fryeburg, Fryeburg, Me. . . . In mid-November, Frank Foggia reopened the Opera House, Woodland Me., located north of Calais, Me.

Not only did the Paramount and Fenway break all existing records with "White Christmas" in the first week, but the management of the Paramount discovered that there was a larger percentage of patrons attending this film who hadn't been to the movies for the past 10 years than for any other picture.

Eliminations announced by the Bureau of Sunday Censorship included "Fire Over Africa," parts 1 to 8 (Deletions: Eliminate dialogue, "Don't hustle the customers," in part 3). Columbia.

James F. McCarthy, 55, Connecticut district manager, Warners, died last week at Massachusetts General Hospital after a lengthy illness. He was manager of the Strand, Hartford, Conn., more than 20 years. Funeral services were held at Bridgeport, Conn.

## Film District

The office of Embassy, Joe Levine, president, is busily preparing the exploitation campaign for "Gangbusters," the Visual Drama, Inc., drama made in association with Terry Turner. George Kraska, Embassy, exploitation director, mailed out a series of "Flash Cinemagrams" to all exhibitors and bookers. Each "Flash Cinemagram," and there



are two a week, is signed, not by Kraska's signature but by his own fingerprint for more authenticity. Embassy is aiming at establishing an all-time high record in saturation bookings for "Gangbusters," which is to be heavily backed by a Yankee Network-TV and radio saturation campaign.

Arthur Fraser, former booker at Republic, joined Screen Guild with Al Swerdlove, where he is head booker-salesman. . . . Frieda Zarsky, switch-board operator at Interstate Theatres Corporation is serving a term of jury duty at the Federal Court.

Regal is now distributing "Mr. Hulot's Holiday"; "The Sleeping Tiger"; and "Mystery Lake."

Nora Kelly, secretary to James Connolly, and Catherine Breen, secretary to John Feloney, both at 20th-Fox, spent a week in New York City taking in the shows.

Harry Gold, former salesman for UA and 20th-Fox and now operating the Regal, San Francisco, and flew in to spend a week with his parents, who still live in this city.

## New Haven Crosstown

Army was the guest of the Roger Sherman management before the Yale-Army grid clash at the Loew's Palace, Meriden. . . . The Strand, Hamden, had "Hamden High Football Night." . . . Morris Rosenthal, Loew's Poli, had a good campaign for "Beau Brummel." . . . Jim Darby, Paramount, planned exploitation for "White Christmas." . . . "Old Time Movies" headlined at the Crown, received attention.

## Meadow Street

Drive-ins are continuing to shorten their exhibition nights and some are shuttering. However, the Pine will sell Christmas trees just prior to the holiday. . . . Amalgamated Buying and Booking agency will handle the film details for the new Branford Drive-In, operated by Tony Perri. . . . Lou Phillips, Capitol Theatre Supply, installed CinemaScope equipment in the East Hampton, East Hampton, and Strand, Mystic.

Marsha Katz, daughter of Morty Katz, Connecticut Theatres, returned from the hospital. . . . Among those at

the Yale-Army game were division manager Harry F. Shaw, Mrs. Shaw, publicity director Lou Brown, and Mrs. Brown, all of Loew Poli Northeast Theatres; Sam Hadelman, Graand, New Haven; Leon Jakubson; Vin Falanga, Metro; and oothers. . . . New at Metro is Melva Martone. . . . Milt Hyams, formerly at Metro, is now in St. Louis employed in a textile concern operating in that area.

Veterans Day gave theatres an opportunity to have more children matinees. . . . Sam Rosen, Rosen Film Delivery, returned from Florida.

Talk about the various exchange Christmas parties started. . . . Columbia branch manager Walter Silverman was in Boston. . . . Arthur Greenblatt, Allied Artists, was in to see John Pavone. . . . Jack Schwartz, West End, Bridgeport, was in the hospital for minor surgery. . . . One of the most delightful wedding receptions to take place in months was that given by Athan Prakas, Rivoli, Bridgeport, for his daughter Olympia, when she married George Christ.

## Circuits Loew Poli

Division manager Harry F. Shaw will be master of ceremonies of the second annual New Haven Boys' Club amateur show on Nov. 29.

## Variety Club Tent 31, New Haven

The next monthly meeting is scheduled for Dec. 6, with the children's party and other details to be discussed.

## Connecticut Hartford

Lou Cohen, Loew's Poli, and his assistant, Norm Levinson, tied up with a dozen downtown locations, including specialty shops, restaurants, etc., for window displays on "Brigadoon."

Adele Harris, daughter of Ted Harris, managing director, State, wed Ozzie Levinson, Bristol store executive, at the Statler.

Two Paramount exploiteers, Arnold Van Leer and Van Wolf, were in Connecticut ahead of "White Christmas." . . . Harry Goldstein, Allied Artists, was in the territory for "The Human Jungle." He set up a long distance

phone interview with ex-local actor Gary Merrill for drama critics.

The Williams Memorial Institute property on Broad Street, New London, is being sold to real estate developer Lazarus S. Heyman, Danbury, who is talking about a shopping center and a theatre for the area.

State Police Commissioner John C. Kelly, who has supervision over theatre safety, has been named chairman, North Atlantic Region, State and Provincial Section, International Association of Chiefs of Police.

The Strand Amusement Company's State, Torrington, dropped down its Saturday admissions.

Jack Schloss, Columbia exploiteer, was in for "The Black Night."

Harry Feinstein, zone manager, presided at a managers' meeting, attended by 30, at the Bond Hotel. Speakers included Feinstein's assistant, James M. Totman, and J. A. Bracken, contact manager.

The Stanley Warner northeastern zone concluded a three-month "Fabian's Fabulous Forty" campaign. Named winners for September were Irving Hillman, Roger Sherman, New Haven; Guido Luminello and Steve Barbett, Palace, Lawrence, Mass.; Jack Sanson, Strand; Joe Miklos, Embassy, New Britain; Bob Howell, Port, Newburyport, Mass.; Nick E. Brickates, Garde, New London; Russ Barrett, Capitol, Willimantic; and Bill McGrath, State, Manchester. The competition was supervised by zone manager Harry Feinstein and his assistant, James M. Totman.

## Middletown

Joseph A. Adorno, son of Sal Adorno, Sr., M and D Theatres, lost in the Nov. 2 election when he was defeated in his attempt to retain the post of Middletown district probate judge. Adorno's term as state treasurer expires on Jan. 3.

## New Britain

Joe Borenstein, Strand manager, entered General Hospital for treatment.

## Winsted

The Rogers Corner Drive-In closed.

## Providence Rhode Island

Joseph Jarvis, Gilbert Stuart, does not allow more tickets to be sold than the actual seating capacity of the house. . . . Practically all surrounding drive-ins are equipping their snack bars, refreshment stands, and rest rooms with heating systems.

Police rounded up several youths who crashed the gate at the RKO Albee during a special Hallowe'en midnight performance.

When Albert J. Siner, Strand manager, booked in "White Christmas," he was the first to bring the spirit of Christmas to Providence. The front of the Washington street house was tastefully decorated with Christmas wreaths, holly, and other holiday festooning.



Harry Feinstein, zone manager; and James M. Totman, assistant zone manager, at center of front row, recently presided at a one-day managers' meeting of Stanley Warner Theatres at the Bond Hotel, Hartford, Conn.



## NEWS OF THE

## Territory

New York City  
Crosstown

All proceeds from the Nov. 17 Command Performance premiere of Twentieth Century-Fox's CinemaScope "Desiree" at the Roxy will go to aid the fight against polio, it was announced by the film company. "The March of Dimes" will benefit from ticket sales to the opening of the Napoleonic drama. . . . David E. Rose arrived from London, where he supervised the scoring and dubbing of his Coronado production for Columbia release, "The End of the Affair."

Fanny Kauffman, widowed mother of H. C. Kaufman, Columbia's manager of exchange operations, died.

Tadayoshi Asao and Motomu Ohno, members of the board of directors of the Shochiku Company Limited, the biggest production, distribution, and exhibition organization in Japan, arrived for an eight-day stay.

Max E. Youngstein, vice-president, United Artists, flew to Hollywood to confer with the company's top west coast officials and producers currently filming or readying pictures for United Artists release.

The Devon Theatre, Bronx, has reopened under the operation of Robert Ferman. Island Theatre Circuit will take care of the buying and booking. . . . The Burnside Theatre in the Bronx, a former Loew house is now being operated by the Burnside Theatre, Inc. and becomes part of the JJ Theatres Circuit of Julius Joelson.

J. R. Grainger, president, RKO, arrived from Chicago and will remain in the home office for several weeks before returning to the coast. . . . George Welter, president, Paramount International, arrived following a European business tour. . . . Jay Eisenberg, MGM legal department, is vacationing in Miami, Fla. . . . Joel Bezahler, home office sales department, left for a Florida vacation.

Mike Simons, in charge of customer relations for MGM, returned from Chicago. . . . The Trans-Lux Normandie held a 13-day continental film festival with programs selected from outstanding hits from London, Paris, Rome, and New York.

Herman M. Dolinsky, 66, a Loew's Theatres manager, died last week at Crown Heights Hospital, Brooklyn. He started with Loew's in 1911 as an assistant manager at Loew's Delancey and subsequently became manager of several theatres in Brooklyn. At the time of his death, he was relief manager on the circuit. Surviving are three daughters and a grandson.

Four patrons were injured when a home-made bomb exploded under a 16th

row orchestra seat at Radio City Music Hall during a performance.

Herb Steinberg, Paramount national exploitation manager, returned from Detroit. . . . George Weltner, Paramount International Films president, returned from a European business trip. . . . Maurice Newton, member, Paramount Pictures board of directors, returned from Europe.

William J. Heineman, vice-president in charge of distribution for UA, returned to the home office following a combined business and vacation tour of the mountain states and the west coast area.

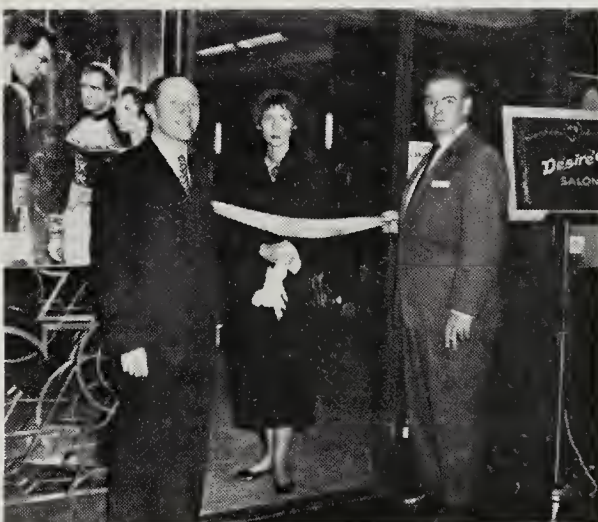
As an appropriate complement to 20th-Fox's "Carmen Jones," Rivoli, managing director Montague Salmon arranged a display of photographic studies of a number of musical notables in an exhibit of the works of Dr. I. W. Schmidt, a Fellow of the Photographic Society of America, on the theatre's mezzanine.

Ilya Lopert, president, Lopert Films, arrived from London for meetings with associates in connection with his latest production, "Summertime," Katharine Hepburn starrer just recently completed in Venice.

Consolidated Film Industries, Fort Lee, N. J., and Mitchell Camera Stores, Inc., New York City, have been added to the rolls of the Credit Interchange Bureaus of the National Association of Credit Men.

New Jersey  
Newark

The winners for the month of September in Stanley Warners "Fabian's Fabulous Forty" drive were Diane Gordon, Central, Jersey City, N. J., first prize; Al Barilla, Union, Union N. J. second prize; Larry Albanese, Regent, Newark, N. J., third prize; Jules Daniels, Stanley, Jersey City, N. J. fourth prize; Morty Bratter, Millburn, Millburn, N. J. fifth prize; Frank Costa, Warner Ridgewood, Ridgewood, N. J., sixth prize. Costa and Barilla are now



Participating in recent ceremonies christening a "Desiree Salon" aboard the S. S. "Liberte" in New York were, left to right, Jean D. Lagarde, French Consul General in New York; Countess Jacqueline De Lagarde; and William Moclair, managing director, Roxy, New York City. The shipboard affair was one of a series of activities heralding the opening of 20th-Fox's "Desiree" at the Roxy.

Interfaith Award  
Goes to Pleshette

NEW YORK — Eugene Pleshette, managing director, Brooklyn Paramount, has been named by the award committee of the Anglo-Jewish Publications of Greater New York as the recipient of their Interfaith Award for 1954.

The award, given to the outstanding man of the year in brotherhood activities, culminates an active career of humane services by Pleshette, both through his theatre and on his own. Among the local and national associations he has lent his talent to have been the Knights Before Christmas, the National Tuberculosis Association, the National Conference of Christians and Jews, and the Mount Sinai Synagogue.

The Interfaith Award was presented to Pleshette by Dr. Eugene J. Lang, committee chairman, in full recognition of Pleshette's activities. The award commends him for his "outstanding and unselfish work in the field of interfaith cooperation," and his "efforts in behalf of the brotherhood of mankind."

He was also tied for first place in the Newark zone campaigns entries for national awards in the drive.

The Central, Jersey City, N. J., plans a Thanksgiving kiddie show and costume party. . . . The Fabian, Hoboken, N. J., and Central, Jersey City, N. J., will have turkey giveaways during the month.

M. Hershberger has been made manager, SW Regent, Paterson, N. J. . . . S. Engleman, formerly with SW zone, and until recently manager, Roosevelt, Newark, N. J., has resigned and will reopen the Castle, Irvington, N. J., and the U. S., Hoboken, N. J.

Mrs. M. Einhorn, SW booking department celebrated a wedding anniversary. . . . Arthur Manfredonia, now in Washington, was in to visit his former co-workers.

New York State  
Albany

In Albany at various times for the installation of a wide-screen and CinemaScope at Leland were Ben Perse, Capitol Motion Picture Supply Company, New York; "Uncle Harry" Perse; Fred Haas, engineer, Fabian Theatres. Stanton Patterson, Leland manager, had a flying visit from his brother, Dr. Merrell Patterson, dean of Marietta College, Marietta, O.

Mrs. Norma Jacobson, daughter of Mr. and Mrs. S. H. Fabian, is now director of public service for WTRI-TV. Mrs. Jacobson has lived in this city for two years. Her husband, Paul, is treasurer and assistant to the WTRI president. S. H. Fabian is active in the affairs of Van Curler Broadcasting Corporation, which is the operator of WTRI.



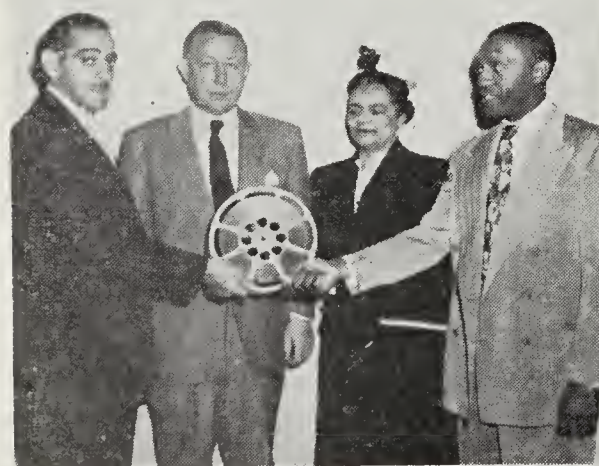


George H. Schenck, new chief barker, Albany Variety Club, is branch manager, Tri-State Automatic Candy Corporation, in that city. He is a former theatre manager in Utica, Syracuse, and Elmira, N. Y.

Conery's Ravena, Ravena, and Valley, Middleburgh, will be equipped for CinemaScope by Dec. 1. They are directed by Chet Tomkins. . . . Marty Ross, brother of Herb Schwartz, Columbia salesman, and Bob Snyder celebrated their first year of "Matinee at the Palace" over WABY. They do the two-hour program of recorded music, comment and interviews from the lobby of the Fabian flagship on Saturday and Sunday.

The forwarding to New York of checks by theatres of the exchange district participating in the American-Korean Foundation drive made it impossible to ascertain the totals here. However, Fabian's Palace was reported to have collected approximately \$1,000, and the Stanley Warner Strand, \$323. Harry Lamont, president, Lamont theatres served as area chairman.

Mrs. Carrie Hellman, widow of the pioneer Albany exhibitor and mother of Neil Hellman, Albany-Philadelphia theatre operator, was among those attending the WPTR radio party and dinner at the Sheraton-Ten Eyck Hotel



Milton Altholz, left, representing RKO-Pathe's short subjects sales department, recently presented a 16mm. print of the company's "Willie Mays" Sportscope to Edward Satterwhite, uncle of the Giants' center fielder, following a special preview of the film in New York City. Looking on are Russ Hodges, TV broadcaster, Giants home games, who narrates the film, and Mrs. Anna Goosby, Mays' godmother, with whom he lives.

## EYEING THE *Exchanges*

NEW YORK — The 20th-Fox Family Club was in the midst of preparations for the annual Thanksgiving party on Nov. 19. The festivities will be held in the office, with lots of food and goodies.

MGM — Birthday congrats are due for branch manager Louis Allerhand on Nov. 20. . . . Examiner Katherine Schwartz celebrates her natal day on Nov. 23.

COLUMBIA — Boxoffice clerk Gene Dailey received the usual greetings from his local draft board. He is scheduled to be inducted on Nov. 24. . . . Contract clerk Frances Taylor planned a farewell party for Dailey at her home. . . . Miss Taylor is also involved now in a campaign to collect money to buy YMCA memberships for needy children.

ALLIED ARTISTS — Doris Baruch moved into the newly created print booker spot. . . . Biller Rita Chango is being kept busy decorating her Bronx apartment. . . . The newcomer at the switchboard is Patricia Schucker.

UNITED ARTISTS — Apprentice booker Dave Nathan was chairman of the dance committee of the Laurelton Senior League. . . . Booker's secretary June Rodgers was recuperating from a virus attack. . . . The exchange came in on the first place in the beginning lap of the Robert S. Benjamin Drive.

PARAMOUNT—Examiner Bernie Rubinstein was in Beth David Hospital to undergo surgery. . . . In his absence, Paul Katz, formerly of RKO, subbing at the examining table. . . . A special screening at the home office was arranged for exchange employees to see Alfred Hitchcock's "Rear Window." . . . Carol Davidson, secretary to the office manager won a little trophy as the bowler of the company league. Since there

marking the premiere of "Mr. District Attorney" under the sponsorship of a local bank. Leo Rosen, manager Schine-owned station, arranged the affair.

"And a little child shall lead them" proved to be a good entertainment medium and a promotion vehicle when Fabian's Palace held at a Saturday matinee the finals in a "Junior Miss Albany" contest. Five-year-old Suzanne Bechard received a trophy from Harry Warsh, Little Folks Shop, sponsor of the contest. The tieup was effected by Bill With, Palace manager. Mona Smith, WOKO, women's program director, acted as mistress of ceremonies. The Times-Union and The Knickerbocker Press generously cooperated with stories and pictures. With drew praise from Fabian division manager Saul J. Ullman for "work well done." Gene Ganott and John Gottuso, Palace staff, were among those assisting With.

Mary Ellen Kay, Lippert's "Thunder Pass," made a personal appearance at the Palace, at Proctor's Troy, and the Plaza, Schenectady.

are so few trophies to go around, she has to turn it over to the next winner. . . . Biller Ruth Richardson is redecorating her apartment.

RKO — Sadie Barnett, secretary to the office manager received birthday cards and good wishes from her colleagues. . . . On the sick list was Sylvia Reiss. . . . Back from her Florida respite was bookkeeping machine operator Peggy Degnan.

BONDED — Head shipper Joe Marcicovetere was grieved by the loss of his wife, Camille. The couple were married 17 years. . . . Grace Baum is back after recovering from an appendix operation. . . . Sol Menschel, night shipper, may now be seen around town in a relatively new car.

20TH FOX — Theresa Carlone, the new booker's secretary, is a newlywed of just over a month. She joined 20th-Fox soon after returning from a honeymoon. . . . Another newcomer is clerk Natalie Sicherman. . . . Inspectress Margaret Howley will celebrate her natal day on Nov. 22.

RAMBLIN' ROUND — The Liggett-Florin booking service will move offices around Dec. 1. Although it will remain at the same address, 220 West 42nd Street, it will take larger quarters on the 13th floor. . . . Annette Ginsberg, Capitol Motion Picture Supply and former cashier clerk at MGM, became engaged. The date for the wedding has been set for February. . . . U-I head inspectress Ethel Sweeny was on the sick list. . . . Realart executive Paul Broder, brother of Jack Broder, was visiting from Detroit. . . . Herb Richek, Associated Artists, moved to his new apartment in the Bronx. . . . The Squire premiered "Mr. Pennypincher" the latest Greek import. . . . Jack Zide, Realart Detroit franchise owner, became a grandfather when son Michael and his wife had Lawrence Mark. . . . Loretta Corwin resigned from Interboro Circuit to await her March date with the stork. —J. A. D.

## Buffalo

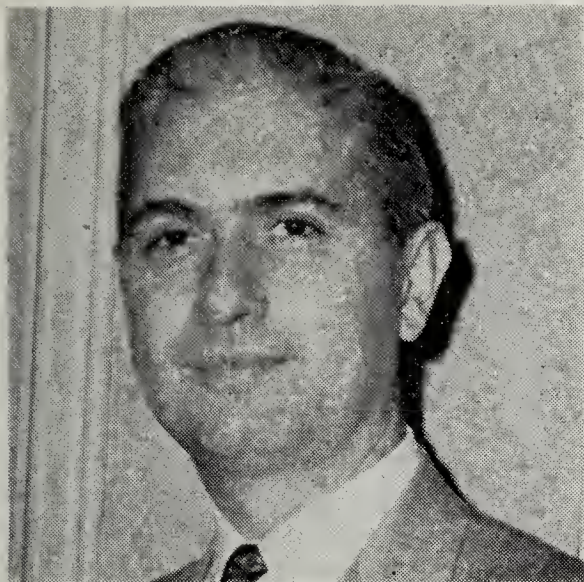
Jules Levey was in to attend the showing of "The She Wolf," Republic release, at the Lafayette.

It was reported that "This Is Cinerama" was set for an opening here at an undisclosed house early in 1955.



John Langford, manager, Strand, Ogdensburg, recently had this attractive front for 20th-Fox's "The Egyptian," and utilized an aide attired in Egyptian costume as street bally.





Louis J. Goffman, an attorney and member of the firm of Wolf, Block, Schorr and Solis-Cohen, was recently elected chief barker, Variety Club, Tent 13, Philadelphia, for 1955. He is also president of the YM and YWHA in Philadelphia.

## NEWS OF THE

# Territory

### Philadelphia Crosstown

A motion by the eight distributor plaintiffs for a broad inspection of theatre books and records of the Park for over a six year period, in eight pending percentage actions, was ordered by United States District Judge John W. Lord, Jr. The motions filed by Columbia, Loew's, Paramount, United Artists, RKO, U-I, 20th-Fox and Warners were brought in cases involving defendants I. Edward Kapner and others operating the Park from Jan. 1, 1948, to the date of the filing of the actions this year.

Police prevented a robbery at I. Sley's Locust.

The SW Yorktown held a sneak preview of J. Arthur Rank's "Trouble In Store," which Republic will release. Steve Edwards, Republic New York home office publicist, was due in to get audience reaction, and branch manager Norman Silverman was on hand.

Bob Hanover's amateur shows go into the Riviera, Manayunk, one night a week.

Olympic stars Bob Mathias and Jesse Owens were on hand for the opening of Allied Artists' "The Bob Mathias Story," SW Stanton. They were introduced by Jim Leaming, WIP sport-caster, and made appearances both on stage and in the lobby, where they greeted patrons and gave autographs.

The Andalusia Drive-In is now open weekends only. . . . The Carman resumed a burlesque and film policy.

Publication of "Blueprint For Tomorrow," the first newsletter ever issued by a motion picture producer in this country, has been announced by Louis W. Kellman Productions. The publication, which made its debut on Nov. 15,



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Jake Flax, branch manager, Republic, Washington, D. C., was mighty proud recently when he attended the confirmation of his nephew, right, Sammy Shapiro, named after his late brother, Sam, at Adas Israel Congregation. The group shot on the left shows the entire Flax clan, front row, left to right, Mrs. Hattie Flax Briskman, Miss Gertrude Flax, Mrs. Ida Flax Hais, Mrs. Dorothy Flax Shapiro, and Mrs. Sara Flax Monfried; and, second row, left to right, Albert Brisman, Jake Flax, Mrs. Sam Flax, Joseph Hais, Julius Shapiro, and Benjamin Monfried. It has been 14 years exactly since the death of Sam Flax.

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is being sent to executives in industry, business, and advertising without charge as an informational service. The new monthly will provide up to the minute news on happenings in films plus special columns written by people who create motion pictures and those who sponsor them. A special free film counseling service is also a feature of "Blueprint's" editorial format. Interested executives may receive copies without obligation by writing Kellman Productions, 1729 Sansom Street, Philadelphia.

Lee Donald Davis, son of Mr. and Mrs. Alfred J. Davis, City Line Center, announced his engagement to Paula Gates Stabins, daughter of Dr. and Mrs. Samuel J. Stabins, Rochester, N. Y. Miss Stebins is a graduate of Columbia Preparatory School for Girls, Rochester, N. Y., and Briarcliff College. She attended Columbia University School of Painting and Sculpture. Davis, a graduate of the College of the University of Pennsylvania, was commissioned during the Second World War as an ensign in the Naval Reserve and served in China.

Debbie Reynolds, was in advance of MGM's "Athena," Viking; and received a very nice press, radio and TV reception.

### Vine Street

New Jersey Messenger Service moved to new and enlarged offices at 235 North 13th Street. Meyer Adleman, president, stated that there would be ample room there for the convenience of exhibitors who wish to use the facilities to help them in their buying and booking activities. The garage will soon be moved to 22nd and Jefferson Streets.

Max Miller, UA exploiter, returned from Washington and Baltimore, Md., in time to handle Ginger Rogers and Jacques Bergerac's visit to town in the interest of "Twist Of Fate." A feature of this was an invitational luncheon at Gimbel's.

Benny Harris, American Film, has just completed the refurbishing and repainting of his exchange.

U-I branch manager Edward Heiber celebrated his 32nd wedding anniversary

## Industry Honors Paramount Toppers

PHILADELPHIA — Over 300 industryites turned out last week to pay tribute to Paramount branch manager Ulrik F. Smith and Oscar Morgan, Paramount short subjects general sales manager, upon the occasion of their both celebrating their 40th anniversary in the business.

The testimonial dinner at the Bellevue-Stratford Hotel was co-chaired by Jay Wren, AB-PT local zone head; and George Beattie, Goldman Theatres' executive, with Paramount publicist Mike Weiss lending an able hand.

Among those on the dais were Alfred W. Schwalberg, president, Paramount Film Distributing Corporation; Jerome Pickman, vice-president; Hugh Owen, eastern and southern division sales manager; Howard Minsky, mid-east division manager; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; Jack Beresin, head, Berlo Vending Company and well known in International Variety Club affairs; Ted Schlanger, zone head, Stanley Warner Theatres; Sam Diamond, branch manager, 20th-Fox, and president, Motion Picture Associates, and others.

Speakers were Schwalberg, Pickman, Schlanger, and others, with Minsky acting as toastmaster and acquitting himself nobly.

Jack Fruchtmann, prominent theatre owner and chief barker, Variety Club, Tent 11, headed a Washington, D. C., delegation; and Milton Schwaber, Schwaber Theatres, led a contingent from Baltimore.

Both Smith and Morgan were presented with suitable gifts.

at a Washington party. . . . Janet Lewis, UA booker, underwent surgery in Women's Hospital.

Mort Magill, branch manager, UA, has accepted the post of sales supervisor, Buena Vista Productions, the Walt Disney Company, and will cover the local, Washington, and Pittsburgh branches. He will start handling "20,000 Leagues Under The Sea" immediately, as well as other forthcoming product. Office space will be taken in each area. Leonard Mintz will remain as Philadelphia branch manager of the company.

Sol Blumberg, Stiefel Theatres executive, became the proud father of a baby girl born in University Hospital. This is the Blumberg's third child, the second girl.

### District of Columbia Washington

When "This Is Cinerama" celebrated its first anniversary at the Warner, the Washington Advertising Club held a luncheon honoring the occasion, with Lowell Thomas as guest speaker. The affair was held at the Hotel Statler. . . . Judy Holliday, Columbia's star, was in town to receive a "Minute Man Citation" for her efforts put forth in the filming of the bond drive short subject entitled



"Extra Dollars," soon to be released. The presentation was made by Secretary of the Treasury George Humphrey. Miss Holliday was accompanied on her Washington visit by Paul Lazarus, Columbia's vice-president.

Harley Davidson's Independent Theatre Service is now doing the booking and buying for the Lee Highway Drive-In, Merryfield, Va. . . . Aaron Seidler has taken over the booking and buying for the Alpha, Catonsville, Md., while owner Oscar Coblentz is on a much needed vacation. . . . S. Brown reopened the Sedley, Sedley, Va.

The Crozet Drive-In, Crozet, Va.; York Drive-In, Tabb, Va.; and Elk Creek Drive-In, Elk Creek, Va., closed for the season. . . . Bill Myers was in setting in dates for the reopening of his DeLuxe, Baltimore, Md. . . . J. L. McLemore is now doing his own booking and buying for his Salem, Salem, Va.

Lieutenant Buck Stover, Jr., was in on leave to visit with his parents, Mr. and Mrs. Buck Stover, Reed Amusement Company, Alexandria, Va.

Eddie Fisher will be presented with the "Personality Of The Year Award" at the Variety Club's annual dinner-dance. . . . Bill Brizendine, Schwaber Circuit, Baltimore, Md., was in booking after recovering from a broken toe. . . . Joe Brecheen, RKO branch manager, was visiting the Baltimore, Md., accounts with salesman Elbert Grover.

COLUMBIA — Mideast division manager Sam Galanty and branch manager Ben Caplon were in Chicago attending a national sales meeting. . . . Exploiteer Sid Zins developed a midwestern drawl after his visit to Indiana. . . . Salesman Dean Kakuris made his initial trip through the Clinch Valley. . . . Office manager Freddie Sapperstein collaborated with Mike Rendelman, Berlo Vending Company, in producing a show for the "Big Boys Lodge" in Baltimore, Md.

The new clerk-typist at RKO is Bette King. . . . Tom Halligan, Williamsburg, Williamsburg, Va., was in. . . . W. R. Tanner, K-T Circuit, motored in from Kenbridge, Va. . . . George E. Ward, Jr., Palace, Cape Charles, Va., has been elected vice-mayor.

STANLEY WARNER — Al Pratt, head, sound department, returned from a hunting trip in the wilds of Canada. It is alleged that the party bagged three deer. . . . George Payette, manager, Maryland, Hagerstown, Md., returned after an illness of some three weeks. . . . Frank La Falce, head, publicity department, was in New York for an advertising meeting. Harry Goldberg, head, publicity and advertising, all Stanley Warner theatres, returned the visit with a trip. . . . L. F. Ribnitzki, film buyer, won second prize in the company's national buyer-bookers contest. In addition to his prize, the office booker, J. W. Root, and the girls in the office all received a half-weeks pay. . . . Wade Skinner, advertising department, polished up his gold buttons in preparation for the annual admiral's inspection of the Naval Air Reserve Training group.



Martin Ellis, Ellis Theatres, Philadelphia; Marty Wolf, Altec assistant sales manager; and D. A. Peterson, Altec Service Corporation, San Francisco, Cal., are seen recently in Muir Woods, just north of the Golden Gate Bridge, where they examined the redwood trees after a chance meeting, proving again that "it's a small world."

At the annual elections of the Variety Club of Washington, Tent 11, in the Crystal Room of the Willard Hotel, the following men were elected to the Board of Governors for 1955: Alvin Q. Ehrlich, vice-president, and Kal Ehrlich Merrick Advertising Agency; Sam Galanty, midwest division manager, Columbia; J. E. Fontaine, United Artists; Marvin Goldman, a partner of K and B Theatres; Nathan D. Golden, Department of Commerce Director of the Motion Picture, Scientific and Photographic Products Division; Sam Wheeler, Wheeler Film Company; Phil Isaacs, branch manager, Paramount Film Distributing Company; Hirsh de La Vriez, president, Hirsh Coin Machine Company; George Crouch, general zone manager, Stanley Warner Theatres; Orville Crouch, eastern division manager, Loew's Theatres; and Frank M. Boucher, general manager, TV Guide. The newly elected officers for 1955, chosen by the new Board of Governors are: Chief Barker Alvin Q. Ehrlich, first assistant chief barker Phil Isaacs, second assistant chief barker Orville Crouch, property master Frank M. Boucher, Dough guy Sam Galanty. Five past chief



In connection with the recent showing of MGM's "Beau Brummell," Loew's, Richmond, Va., Herbert Bennin, MGM Washington branch manager, presented the "Beau Brummell" sartorial "Oscar" to Robert B. Underwood, president, Berry Burke Company, at a weekly meeting of the Richmond Kiwanis Club. The presentation was in recognition of Underwood being elected a charter member of the American Society of Beau Brummels.

barkers will remain on the Board for 1955. They are: Jack Fruchtman, Victor J. Orsinger, Morton Gerber, Wade Pearson and Jake Flax. Also elected at this meeting were: Morton Gerber, to serve as a delegate at the International Convention; alternates are Frank M. Boucher and Phil Isaacs. Retiring chief barker Jack Fruchtman, automatically serves as a delegate. The new International Canvasman is Alvin Q. Ehrlich, Chief Barker for 1955. The Alternate Canvasman is Phil Isaacs, first assistant chief barker for 1955.

NEIGHBORHOOD THEATRES, INC. — Clinton Atkinson is the new manager at the Glebe, Arlington, Va. Atkinson was formerly assistant manager, State, Richmond, Va. . . . Zone manager Wade Pearson recovered from his virus attack, and is back on the job. . . . Skippy Snarr, sound technician, was honeymooning in the sunny climate of Florida with his new bride.



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The testimonial dinner tendered recently to Ulrik Smith, Paramount branch manager, and Oscar Morgan, Paramount short subjects general sales manager, at the Bellevue Stratford Hotel, Philadelphia, in honor of their 40th anniversary in the industry, proved to be a big success. Seen in the usual left to right, top to bottom, order are a panoramic shot of the dais: Jerome Pickman, vice-president, Paramount Film Distributing Company, hugging the honored guests, Smith and Morgan; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; George Beattie, William Goldman Theatres' executive; Smith; Jay Wren, Ab-PT Philadelphia general manager; and Alfred W. Schwalberg, president, Paramount Film Distributing Corporation; Norman Silverman, branch manager,

Republic, and chief barker, Variety Club, Tent 13; Clint Weyer, secretary, National Film Carriers, Inc.; Schwalberg; Lou Formato, MGM district manager; James P. Clark, Clark Film and Highway Express Lines; and Sam Diamond, branch manager, 20th-Fox, and president, Motion Picture Associates; Howard Minsky, mid-east division manager, Paramount; Hugh Owen, Paramount eastern and southern division sales manager; Frank Marshall, Stanley Warner booking department; and Harry Waxman, Atlantic City, N. J., exhibitor; Jack Beresin, head, Berlo Vending Company, and well known for his Heart Fund activities in International Variety Clubs; Clark; Schwalberg; and Ted Schlanger, Stanley Warner zone manager.

**METRO** — Southern sales manager Rudolph Berger was making a tour of his exchanges. . . . Bernardine Parnell, clerk, had pneumonia. . . . Branch manager Herb Bennin accompanied salesman Pete Prince to Baltimore, Md. . . . Kitty Arnold, secretary, was on the sick list.

**U-I** — Stan Taylor, former office manager, is now the Washington city salesman. . . . Ray Foreman has been promoted from booker to office manager. . . . Home office representative Ernest Ziegler was in for a routine audit.

Seen were Irwin Cohen, Brooklyn, Baltimore, Md.; Bill Zell, Star Annapolis, Md.; George Daransoll, Crest, Baltimore, Md.; and M. K. Murphy, Powell Valley Drive-In, Big Stone Gap, Va.

—FREDDIE S.

## Delaware Wilmington

The official vote canvass in the Seventh Representative District of New Castle County showed that Republican incumbent Robert P. Maclary, owner, Pleasant Hill Drive-In, had been elected over Benjamin P. Sartin, Jr., his Democratic opponent.

—H. L. S.

## Maryland Baltimore

Otis Matthews, Rialto, is wearing a cast on his ankle as the result of a severe sprain. . . . John Winn, Capitol, is recovering from a virus attack. . . . Toby Hartz, Uptown, is recovering from surgery at Sinai Hospital.

William Meyers has reopened his De-Luxe, neighborhood house. . . . Hank Howard, RKO publicist, was in town in advance of "Cattle Queen of Montana." . . . George Crouch, SW zone manager, and Al Pratt, SW sound engineer, were here for Metropolitan Opera's opening night closed circuit telecast, Stanley. It was a success.

## Leonardtwn

St. Mary's served as one of the places to vote in the recent general election. . . . The 235 Drive-In, California, Md., has closed for the season. . . . CinemaScope has been installed at the Charles, La Plata, Md., and the Glymont, Indian Head, Md. . . . Assistant manager Donald Evans, Plaza, Lexington Park, Md., is still confined to the Naval Hospital, Bethesda, Md.

## New Jersey Trenton

Edward Sniderman, RKO division manager, agreeably surprised Russell Everitt, Lincoln, with the presentation of a \$500 check on Nov. 5 just three days after Everitt's home was burned to the ground. Everitt and wife and four children were homeless following the fire and the RKO monetary aid was a big lift. The members of Decou Volunteer Fire Company, and Hamilton Township neighbors are backing a home furnishing drive for the family.

Charles Sweet, manager, Mayfair, was directing the installation of a new modern electric marquee sign.

## Pennsylvania Reading

Birk Binnard, manager, SW Warner, was hospitalized.

## Scranton

For "White Christmas," manager Ed McGovern, Comerford, concluded a successful campaign. The customary newspaper, radio, and television advertising were augmented by teasers stating "Christmas is coming." A tie-in with The Scranton Dry Goods Company provided every purchaser of a chance on a stove displayed in the department store. A tie-in with Dolitsky's Ladies' Store resulted in the displaying of the gowns worn in the picture being shown in the lobby. Splendid cooperation was achieved with a record shop which ran cooperative ads, and albums of records were in the lobby, where they could be purchased. A mailing piece in the form of a blotter with an imprinted message was sent to 1,000 persons and a maximum of outdoor advertising and posting was used. McGovern procured from the city school district a cutout of Santa, sleigh, and reindeer, which is used on one of the local high schools, and which was spotlighted on the marquee.

## Variety Club Tent 13, Philadelphia

"Trouble In The Glen" was screened through the courtesy of Republic. "Phfft" will be screened on Nov. 21 through the courtesy of Columbia.



## ALLIED ARTISTS

### Bowery To Bagdad (542)

COMEDY  
64M.

ESTIMATE: Okeh series entry.

CAST: Leo Gorcey, Huntz Hall, Bernard Gorcey, David Condon, Bennie Bartlett, Eric Blore, Joan Shawlee, Robert Bice, Richard Wessel, Rayford Batnes, Michael Ross, Rick Vallin, Paul Marion, Jean Willes. Produced by Ben Schwalb; directed by Edward Bernds.

STORY: Huntz Hall decides to give Bernard Gorcey, owner of the Bowery sweet shop, a birthday gift and buys him an old lamp, which turns out to be Aladdin's magic lamp. When he starts to clean it, genii Eric Blore appears to do his bidding. Gorcey convinces Blore that he is co-owner of the lamp and that he must obey orders. Racket boss Robert Bice hears of the lamp and sends some of his goons to get it as does a Far Eastern Caliph. The boys are in and out of trouble and wind up in Bagdad where the Caliph recovers the lamp and they land back in the Bowery regretful that they didn't use their wishes to better advantage.

X-RAY: Featuring the usual slapstick and madcap antics of the Bowery Boys, this should please series followers as well as others that have preceded it. The story is fairly interesting and the cast, direction, and production are about average for the series. The screen play is by Edward Bernds and Elwood Ullman. Legion of Decency "B." Maximum aspect ratio: 1.85-1.

AD LINES: "When The Bowery Boys Latch Onto Aladdin's Magic Lamp . . . Watch Out"; "Fun For All When The Bowery Boys Find Aladdin's Magic Lamp"; "They Wanted Things Done In A Hurry And Genii Made Their Slightest Wish Come True."

## COLUMBIA

### Cannibal Attack (718) MELODRAMA

69M.

ESTIMATE: For the lower half.

CAST: Johnny Weissmuller, Judy Walsh, David Bruce, Bruce Cowling, Charles Evans, Stevan Darrell, Joseph A. Allen, Jr. Produced by Sam Katzman; directed by Lee Sholem.

STORY: Johnny (Jungle Jim) Weissmuller is called by commissioner Charles Evans to investigate thefts of cobalt en route from a jungle mine to processing plants. The mine is owned by Stevan

## MGM

### Athena (507) COMEDY MUSICAL

96M.

(Eastman Color)

ESTIMATE: Names will help this offbeat comedy musical.

CAST: Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone, Louis Calhern, Evelyn Varden, Linda Christian,

Ray Collins, Virginia Gibson, Nancy Kilgas, Dolores Starr, Jane Fischer, Cecile Rogers, Carl Benton Reid, Howard Wendell, Henry Nakamura, Steve Reeves, Kathleen Freeman, Richard Sabre. Produced by Joe Pasternak; directed by Richard Thorpe.

STORY: When Edmund Purdom, stuffy lawyer, meets Jane Powell, he sizes her up as a crackpot. However, Powell, a believer in astrology, falls in love with him according to the dictates of her horoscope. Coming from a family of health enthusiasts headed by a spry grandfather, Louis Calhern, and a star gazing grandmother, Evelyn Varden, she has unusual attitudes which cause havoc in Purdom's circle. Meanwhile, TV crooner Vic Damone, a navy friend of Purdom, also becomes involved with the family in the person of Debbie Reynolds, one of Powell's six sisters. Powell and Reynolds soon charm the fellows into submission to the family health program and Purdom's home is redone according to their dictates. Purdom loses his fiancée, Linda Christian, and the Congressional nomination he was seeking. His love for Powell remains intact though until he attends a TV program on which "Mr. Universe" is to be chosen. Calhern, cultivating musclemen to compete in the contest, is pulling for his pupil who wins. However, before the cameras, a misunderstanding between "Mr. Universe" and Purdom results in the latter flooring the champ. Powell refuses to see Purdom, whom she believes purposely made her father a laughing stock.

## MOTION PICTURE

# EXHIBITOR

## SERVICESECTION

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SECTION TWO

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NOVEMBER 17, 1954

## FIRST\* in the entire trade press . . .

MOTION PICTURE EXHIBITOR . . . both in The Pink Reviews as available, and in the alternating yellow Check-Up, . . . now lists, for your booking and playing knowledge, all pertinent data on the new techniques. Included in such data are:

1. ARE PRINTS AVAILABLE IN STEREOPHONIC SOUND?
2. WHICH SCREEN ASPECT RATIOS ARE AVAILABLE ON EACH PICTURE?
3. ON WHICH 3-D PICTURES ARE 2-D PRINTS AVAILABLE?
4. IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?
5. ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?

\*AS USUAL! The most useful and "theatre-wise" services will always come from the theatremen's most serviceable weekly!



Powell and her family learn to adapt their iron clad standards and the couple is reunited.

**X-RAY:** An unusual story and a zany group of characters lend zest to this colorful musical comedy. The material is sometime imaginative, but it wears thin. Purdom and the others are good in the hubbub about health with Powell, Reynolds, and Damone carrying the comedy and music satisfactorily. If audiences do not scrutinize the plot too carefully and adapt themselves to the offbeat type of entertainment, they should enjoy this spoof. Beautiful settings and color aid and there are some lively tunes including "Athena," "The Girl Next Door," "Imagine," "Vocalize," "I Never Felt Better," "Venezia," and "Chacum Le Sait." William Ludwig and Leonard Spigelgass wrote the screen play. Maximum aspect ratio: 1.75-1.

**TIP ON BIDDING:** Better than average.

**AD LINES:** "The Craziest Comedy Of The Year . . . But You'll Laugh More Than You Ever Have"; "A Glittering Cast Of Youngsters In A Delightful Spoof"; "An Hilarious Musical Comedy Spoof On Health Faddists."

## Crest Of The Wave (511)

DRAMA  
90M.

(Made in England)

**ESTIMATE:** Moderate programmer.

**CAST:** Gene Kelly, John Justin, Bernard Lee, Jeff Richards, Sidney James, Patrick Doonan, Ray Jackson, Fredd Wayne, Patrick Barr, David Orr. Produced and directed by John and Roy Boulting.

**STORY:** Aboard a small island off the coast of Scotland, the British navy is experimenting with new explosives for torpedoes. When one failure results in the death of one of the officers, American naval lieutenant Gene Kelly is sent to replace him, having worked on the same explosives in America. He is accompanied by sailors Jeff Richards and Fredd Wayne and his presence is resented by Lieutenant John Justin, who worked with and had faith in the dead man. Meanwhile, in the quarters of the enlisted men, morale is low. Also the cook, Sidney James, is against all Americans. The next test sees a submarine officer killed as well as one of the men. The Admiralty orders further work suspended, but Justin has a hunch what's wrong and proves it. Kelly submits the new findings and persuades them to grant a new test. Kelly commands the two-man sub and the test is a success. Kelly and his men prepare to depart, their mission accomplished.

**X-RAY:** Kelly playing a straight dramatic role is probably the only known personality in the cast as far as American audiences are concerned. The story is interesting and the cast does well by its assignments while the direction and production are suitable. The cast is small in number and the sets are also relatively few, with simplicity the keynote. There is also some comedy relief in this otherwise all-dramatic entry which could be suitable either as a programmer in regular houses or for art and specialty spots. The screen play is by Frank Harvey and Roy Boulting, based on a play, "Seagulls Over Sorrento," by Hugh Hastings. Maximum aspect ratio: 1.75-1.

**TIP ON BIDDING:** Program price.

**AD LINES:** "A Taut Drama Of Men Stationed On An Island Experimenting With Death"; "They Had To Be Successful . . . Or Die"; "Thrills . . . Suspense . . . Life Or Death . . . Ride The 'Crest Of The Wave'."

## The Last Time I Saw Paris (510)

DRAMA  
116M.

**ESTIMATE:** Well-made drama has names to make the difference.

**CAST:** Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed, Eva Gabor, Kurt Kasznar, George Dolenz, Roger Moore, Sandra Descher, Celia Lovsky, Peter Leeds, John Doucette, Odette. Produced by Jack Cummings; directed by Richard Brooks.

**STORY:** Following the freeing of Paris in World War II, there is much celebrating. War correspondent Van Johnson meets Elizabeth Taylor briefly and later is attracted to Donna Reed. Friend George Dolenz introduces them. He is invited to a party at Reed's home and meets her father, carefree Walter Pidgeon, and her sister, Taylor. They marry and he remains in Paris working on a newspaper and trying to write the great novel. Taylor continues to live gaily while Johnson tries to work. Reed, in love with Johnson, weds Dolenz. Taylor's good times are interrupted by a baby girl, but things are soon back to normal. Johnson, meanwhile, gets fed-up with rejections when the good news arrives that the family is wealthy, with oil being discovered on land in Texas. Johnson turns to gay living while Taylor tires of it. At this point, oft-married and oft-divorced Eva Gabor appears to accompany Johnson on his gay rounds and Taylor turns to Roger Moore for comfort. Johnson gets drunk and unwittingly locks Taylor out of the house in a pouring rain. She becomes fatally ill and dies after forgiving him. Reed blames him for her death and gets custody of the child, Sandra Descher. Johnson returns to America. Later, changed and successful at writing, he pleads with Reed for the child, but she refuses until Dolenz convinces her she is keeping them apart as revenge. Then she reunites father and daughter.

**X-RAY:** Beautifully photographed in Color by Technicolor, with Paris backgrounds serving as an effective backdrop to this interesting novel of people in love and their circumstances, while overlong, this should prove entertaining to adult audiences with perhaps women being most affected emotionally. The cast has Taylor emerging very well and Johnson and Pidgeon following close behind. The direction and production are in the better category. The screen play is by Julius and Philip Epstein and Richard Brooks, based on a story by F. Scott Fitzgerald. A song, "The Last Time I Saw Paris," is heard. Maximum aspect ratio: 1.75-1.

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "A Wonderful Love Story In The City Of Love . . . Paris"; "She Had A Way With Men And Her Husband"; "A Wonderfully Adult Story About People In Love In Paris And Of Their Life Together."

## 20TH-FOX

### Black 13 (428)

MELODRAMA  
75M.

(English-made)

**ESTIMATE:** For the lower half.

**CAST:** Peter Reynolds, Rona Anderson, Patric Barr, Lana Morris, Genine Graham, Michael Balfour, John Forrest, Viola Lyel, Martin Walker. Produced by Roger Proudlock; directed by Ken Hughes.

**STORY:** When a small cafe is robbed, several clues lead police to suspect that someone at the college may be involved so detective Patric Barr is assigned as undercover man. Professor Martin Walker is disturbed by news that his son, Peter Reynolds, has again turned down the offer of a job not knowing that he is the leader of the trio that robbed the cafe along with Michael Balfour and John Forrest. Walker's secretary, Lana Morris, is in love with Reynolds, but his attentions are directed at piano player Genine

Graham at a club which has gambling. Several more robberies result in a watchman at the college killed. When Morris finds Reynolds' lighter he almost kills her, but she gets away. Meanwhile, Barr has met Reynolds' sister, Rona Anderson, and they fall in love, but have a fight when she learns his real identity. She is later convinced that Reynolds must be arrested. During a hold-up at the club, the police arrive and Reynolds is killed trying to escape.

**X-RAY:** With suspense, action, and interest, this can be used as supporting filler in some spots, despite the cast not meaning anything. This is based on an original story by Pietro Germi.

**TIP ON BIDDING:** Lowest bracket.

**AD LINES:** "The Number Was Lucky For Some And Unlucky For Others"; "His Number Was Up When He Called The Wrong Turn"; "Murder . . . Suspense . . . Romance . . . Action In a Thriller From England."

### Desiree (425)

DRAMA  
110M.

(Color by DeLuxe)  
(CinemaScope)

**ESTIMATE:** Impressive picturization of best seller.

**CAST:** Marlon Brando, Jean Simmons, Merle Oberon, Michael Rennie, Cameron Mitchell, Elizabeth Sellars, Charlotte Austin, Cathleen Nesbitt, Evelyn Varden, Isobel Elsom, John Hoyt, Alan Napier, Nicolas Koster, Richard Deacon, Edith Evanson, Carolyn Jones, Sam Gilman, Larry Craine, Judy Lester. Produced by Julian Blaustein; directed by Henry Koster.

**STORY:** In 1794 in Marseilles, France, Jean Simmons shocks her family with news that she has invited a stranger she met at the fabric shop of her brother, Richard Deacon, nominal head of the family, to call the next day for the purpose of meeting her sister, Elizabeth Sellars. Cameron Mitchell comes to call and brings his brother, youthful general Marlon (Napoleon Bonaparte) Brando, who takes an interest in Simmons. Mitchell and Sellars plan to wed and Brando and Simmons also fall in love. Complications in politics arise and Brando is forced to go to Paris. Months later, Simmons hears Brando is having a wonderful time and arrives to see him become engaged to influential Merle (Josephine) Oberon. General Michael (Bernadotte) Rennie comforts Simmons and asks to see her again, but she refuses. Later, after Brando's armies have conquered much of Europe, she attends a dinner party with her sister and Mitchell, now high in the government, and meets Brando and also Rennie. The latter falls in love with her and she agrees to marry him. A son is born, and it is evident that Brando, too, would like an heir, but Oberon cannot give him one. When Brando becomes First Consul, he asks Rennie to joint the government and he agrees, though spurning personal friendship. When Brando later becomes emperor, he dissolves his marriage to Oberon, taking a wife from the Hapsburg clan. In 1810, Rennie is asked to become heir to the throne of Sweden. Brando is furious that he and Simmons ask to relinquish their French citizenship. In Sweden, Simmons finds the role of a princess difficult and returns to Paris. Brando tries to invade Russia, but is defeated. Later Brando is defeated in other battles and is exiled to Elba. Escaping, he raises an army which threatens the destruction of Paris, but Simmons persuades him to surrender. She plans to rejoin Rennie in Sweden.

**X-RAY:** In the better entertainment category, this well-mounted entry in CinemaScope and color should please audiences seeking high rating dramatic enter-



tainment. While there isn't too much action, interest is maintained, with very good performances, especially by Brando, Simmons, and Rennie, and the story is well-developed and absorbing. This period piece should fall into the better category boxofficewise as well. Brando handles the role of Napoleon in such fashion as to make him seem vividly real and kudos should again be heaped upon him. The screen play is by Daniel Taradash, based on the novel by Annemarie Selinko.

TIP ON BIDDING: Higher bracket.

AD LINES: "An Outstanding Film In All Respects; 'The Film Everyone Has Been Talking About'; 'Another Triumph For Marlon Brando, Who Portrays A Man Of Destiny—Napoleon—And Makes Him Live.'"

## UNITED ARTISTS

### Snow Creature

MELODRAMA  
70M.

(Wilder)

ESTIMATE: For the lower half.

CAST: Paul Langton, Leslie Denison, Teru Shimada, Rollin Moriyana, Robert Kino, Robert Hinton, Darlene Fields, George Douglas, Robert Bice, Rudolph Anders, Bill Phipps, Jack Daly, Rusty Westcott. Produced and directed by W. Lee Wilder.

STORY: An expedition to explore the flora of the Himalaya Mountains and led by Paul Langton includes photographer Leslie Denison and guide-interpreter Teru Shimada. The latter's wife is abducted by a snow creature. Shimada asks Langton to divert the expedition to search for his wife. When he refuses, doubting there is such a creature, Shimada takes over and directs the search. They follow a trail to a cave, find it's not the kidnapper but another creature. Langton succeeds in capturing it and arranges to have it transported to the United States. There, while waiting for the red tape to be cleared, the creature breaks loose and commits several murders. Langton finally directs the police to search the sewers. Langton is caught in a death grip and the police are forced to kill the creature to save him.

X-RAY: Photographed darkly, and with only the bare outline of a story, but with enough atmosphere and a few glimpses of the alleged monsters, this should appeal most to youngsters. The story is fair as is the acting, direction, and production, and the whole should serve as filler. The story and screen play are by Myles Wilder.

TIP ON BIDDING: Low bracket.

AD LINES: "Himalayan Monster Terrorizes City, Abducts Women, Annihilates Men!"; "Half Man! Half Monster!"; "Giant Of All Thrillers!"

### You Know What Sailors Are

COMEDY  
89M.

(Rank)

(Color by Technicolor)

(English-made)

ESTIMATE: Zany import for the lower half.

CAST: Akim Tamiroff, Donald Sinden, Sarah Lawson, Naunton Wayne, Bill Kerr, Dora Bryan, Martin Miller, Michael Shepley, Michael Hordern, Ferdy Mayne, Bryan Coleman, Cyril Chamberlain, Hal Osmond, Peter Arne, Shirley Lorrimer, Janet Richards, Eileen Sands, Marianne Stone, Peter Dyneley, Peter Martyn. A J. Arthur Rank presentation produced by Peter Rogers; directed by Ken Annakin.

STORY: Donald Sinden, a British navy radar man, is drunk. For a joke, he and buddies weld the three brass balls of a pawnbroker and a baby carriage to a

foreign ship and paint them. When asked about the strange new item on the foreign ship, he tells a superior officer that it is radar equipment "998." An uproar is caused when British naval officials try to order the "998." It is thought to be a new secret weapon. Meanwhile, Sinden has been assigned to the foreign ship to teach the men how to operate the radar equipment and tells the president of the foreign country, Akim Tamiroff, who is travelling on the ship, the story. They are about to throw the joke overboard when a plane sabotaged on shore blows up as it passes over the strange equipment. Tamiroff is now convinced that the material is a new weapon. He takes Sinden back to his country and puts him under the supervision of his palace girls. Meanwhile, Tamiroff's scientist realizes that there is nothing to the secret weapon, but in order to prevent a war with a neighboring country, he lets it be known that the weapon is dangerous. Thus peace is saved. Sinden is rescued by his girl, Sarah Lawson, who helps him escape the clutches of the palace beauties.

X-RAY: Not taken too seriously, this slam bang slapstick import can be rather amusing. Everything seems to be thrown in without much organization or logic and this accounts for some of the laughs. An added attraction is the quantity of scantily clad palace maidens. Without names of value, this might be adequate for the lower half. Peter Rogers wrote the screen play.

TIP ON BIDDING: Lowest bracket.

AD LINES: "The Craziest Comedy Of The Year"; "A Riotous Bunch Of Everything"; "An Hilarious Lampooning Of British Naval Operations."

## U-International

### Sign Of The Pagan

MELODRAMA  
92M.

(CinemaScope)

(Color by Technicolor)

ESTIMATE: Well-made adventure story should ride into the better money.

CAST: Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam, Jeff Morrow, Allison Hayes, Eduard Franz, George Dolenz, Sara Shane, Alexander Scourby, Pat Hogan, Howard Petrie, Michael Ansara, Leo Gordon, Rusty Westcott, Chuck Roberson, Charles Horvath, Moroni Olsen, Robo Bechi, Sim Iness, Walter Coy. Produced by Albert J. Cohen; directed by Douglas Sirk.

STORY: In 450 A.D., with the Roman Empire split in two Jack (Attila the Hun) Palance unites all the barbarian tribes under his leadership and plunders and raids. He captures Jeff Chandler, a soldier in the Roman emperor's guard en route to Constantinople with a message for emperor George Dolenz warning him against Palance. Chandler is wounded. When he recovers, he steals a horse and goes on to Constantinople. There Dolenz, who plans on breaking from Rome and ruling the East independently, brushes him off, but Chandler makes an impression on his sister, Princess Ludmilla Tcherina, who appoints him head of her guard. At a feast for barbarian tribal leaders with whom Dolenz is seeking an alliance, Palance appears though uninvited, shows his strength, and demands that Chandler be assigned him to show him the Roman art of war. When Palance later prepares to leave, daughter Rita Gam is reluctant to go, preferring to remain in the Christian city, but she is ordered out. When Chandler warns Dolenz that Palance is headed for Rome, he is ordered arrested as a traitor. Freed by general Jeff Morrow and with his aid and that of Tcherina, he

engineers the overthrow of Dolenz and Tcherina is appointed empress. She makes Chandler a general and sends him towards Rome with an army. He reaches the city to find it being abandoned by the emperor, assumes command, and awaits Palance and his own men. Palance, at the walls of Rome, refuses to attack and kills Gam when he learns she gave information to the Roman clergy. As his forces withdraw, Chandler and his men beat the barbarians, Palance's life being taken by a woman slave. Tcherina takes Chandler as her husband.

X-RAY: Aided by CinemaScope, this has a colorful action, interesting scenes and situations, and good performances. The direction is well-done and the production impressive while the pace moves along to keep interest pretty much on high. Sales of the recently-published book should be an asset in the selling while the Technicolor works out to the general advantage. With a little extra attention, the results could be impressive. The screen play is by Oscar Brodney and Barre Lyndon, based on a story by Brodney.

TIP ON BIDDING: Better price.

AD LINES: "Attila The Hun Sweeps Across Europe With His Barbarian Horde And Only One Man Can Stop Him"; "A Thrilling Book Turned Into A Big, Impressive Entertainment"; "Action . . . Adventure . . . Romance In 'Sign Of The Pagan' In CinemaScope And In Technicolor."

### So This Is Paris

MUSICAL COMEDY  
96M.

(Color by Technicolor)

ESTIMATE: Entertaining musical has names to help.

CAST: Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvet, Paul Gilbert, Mara Corday, Allison Hayes, Christiane Martel, Myrna Hansen, Roger Etienne, Ann Codee, Arthur Gould-Porter, Regina Dombek. Produced by Albert J. Cohen; directed by Richard Quine.

STORY: Three American sailors on leave in Paris hunt for some feminine companionship, wind up in a cafe, and meet entertainer Gloria De Haven, an American from New York City. Tony Curtis takes her home. His two sailor buddies, Gene Nelson and Paul Gilbert, also meet girls, Gilbert cafe cashier Mara Corday and Nelson wealthy Corinne Calvet. The next day the three are invited to breakfast with De Haven, her French grandmother, Ann Codee, and six war orphans for whom they are caring with the financial assistance of an American philanthropist. Curtis and De Haven make a date, but when he and the other two sailors are invited to Calvet's, he is persuaded to remain there and Nelson tries to cover for him with De Haven. As a publicity stunt, Calvet announces her engagement to Curtis and their pictures appear in the paper. De Haven breaks off with him. Word is received that the rich American has died and that the support money for the children is tied up. Curtis persuades Nelson and Gilbert to put on a show to raise money to keep the youngsters going, and they use Calvet's home and grounds. She and her father return from a trip with the police, but Curtis explains everything satisfactorily with the aid of De Haven and the youngsters, who are summoned by Nelson. The father underwrites the necessary money. As the three leave to rejoin their ship, each promises to return to the girl he loves.

X-RAY: An entertaining musical comedy, this moves at a rapid pace with tuneful songs and dance numbers, and it also contains a story that should please fun-seeking audiences. The screen play is by Charles Hoffman, with a story by Ray Buffam. Tunes heard include "Looking For Someone To Love," "Wait 'Til Paris



Sees Us," "I Can't Give You Anything But Love, Baby," "I Can't Do A Single (But I'll Try)," "A Dame's A Dame," "Three Bon Vivants," "The Two Of Us," "If You Were There," "So This Is Paris," and "It's Really Up To You." Legion of Decency. "B."

TIP ON BIDDING: Better price.

AD LINE: "Paris Will Never Be The Same"; "They Were Looking For Girls; Girls Were Looking For Them . . . What A Combination"; "Fun For All In Gay Paree . . . Sacre Bleu!"

## WARNERS

### Drum Beat (404)

MELODRAMA  
111M.

(CinemaScope)  
(WarnerColor)

ESTIMATE: Ladd draw will make the difference.

CAST: Alan Ladd, Audrey Dalton, Marisa Pavan, Robert Keith, Rodolfo Acosta, Charles Bronson, Warner Anderson, Elisha Cook, Jr., Anthony Caruso, Richard Gaines, Edgar Stehli, Hayden Rorke, Frank de Kova, Isabel Jewell. Written and directed by Delmer Daves.

STORY: Indian fighter Alan Ladd comes to Washington to see President Grant in 1869 and meets Audrey Dalton. The President names him peace commissioner to negotiate without the use of guns a peace with a part of the California Modoc Indians led by Charles Bronson, a renegade continually creating trouble at the Oregon-California border. Dalton goes west with him to live with her uncle Richard Cutting. While the stage is stopped, one of Bronson's men, Frank de Kova, kills Isabel Jewell, girl friend of driver Robert Keith, and the latter swears vengeance. Dalton finds her aunt and uncle dead, victims of Bronson, but she decides to remain in the west. Meanwhile, Ladd is aided by the friendly part of the tribe and its leaders, Anthony Caruso, and his sister, Marisa Pavan, in love with Ladd since he saved her life years back. Ladd seeks a parley with Bronson accompanied by Pavan and Caruso at which he is told of Bronson's demands. Keith kills de Kova starting war between the Indians and the whites. Many whites are killed and soldiers prove of little avail against Bronson's men. A peace commission meets with Bronson but it turns out to be an ambush and Ladd is wounded. When he recovers, he is asked to get the murderers in any way he can, and most are killed or captured, Ladd bringing Bronson back to be tried and hung.

X-RAY: A bit more action and a tighter running time could help this entry, but still it has enough angles to be sold, Ladd, CinemaScope, color, action, Indian intrigue, etc. The cast is good, and the direction and production average.

TIP ON BIDDING: Better than average price.

AD LINES: "A Scrawny Horse, A Rusty Gun, And An 'Injun Girl' To Fix His Meals"; "This Was The Man MacKay, Who Stood Alone Where A Hundred Were Afraid To Be!"; "The Nerve Test That Meant The Northwest To The Winner."

### Track Of The Cat (405)

DRAMA  
102M.

(CinemaScope)  
(WarnerColor)

ESTIMATE: Unusual dramatic fare should benefit from the star draw.

CAST: Robert Mitchum, Teresa Wright, Diana Lynn, Tab Hunter, Beulah Bondi, Philip Tonge, William Hopper, Carl Switzer. A Wayne-Fellows Production; directed by William A. Wellman.

STORY: On an isolated cattle ranch in northern California in the 1890's are the alleged head of the household, educated, alcoholic Philip Tonge; his wife, Beulah Bondi, an embittered, domineering old woman devoted to her Bible and sons; Robert Mitchum, a violent, boastful bully in his 30's; William Hopper, a quiet man in his 40's; Tab Hunter, the youngest, afraid of Mitchum; and Teresa Wright, their 40-year-old spinster sister; visiting Diana Lynn, Hunter's girl, who wishes he would be stronger. Also on the ranch is weird Indian chief Carl Switzer, a handyman. Mitchum and Hopper set out to hunt a mountain lion after Mitchum makes himself thoroughly unpleasant to Lynn. They pick up the tracks, and when it looks like a long hunt, Mitchum returns to the ranch for food and snowshoes. Hopper is killed by the cat in his absence. Mitchum sends the body back on his horse and continues the search. Hunter builds a coffin as Bondi mourns and Tonge gets drunker than ever. When Bondi sees Hunter and Lynn romancing, she orders her off the place and Hunter decides to go with her, but remains when Bondi asks him to help with the burial. Lynn waits for him to finish his chores. Mitchum loses his food, gets panicky, and falls off a cliff. Hunter and Switzer bring back the body as well as the hide of the cat, full of the necessary confidence to make him head man of the ranch.

X-RAY: Loaded with grief, forebodings, gloomy surroundings, unpleasant characters, and situations, this is straight drama. True, there is a certain amount of fascination in the developing of the yarn, but even this is over long and some cutting might have helped. Characterizations are good and the direction and production are okeh. The dramatic impact and the unusual and unpleasant theme could be quite successful in some situations, where the horror angle might be used. The screen play is by A. I. Bezzerides, based on the novel by Walter Van Tilburg Clark.

TIP ON BIDDING: Fair program price.

AD LINES: "A Cat Could Take The Lives Of Some Men And Make Real Men Out Of Others"; "What Was The Secret Of The 'Track Of The Cat?'; "Shocking Drama With Impact You'll Never Forget."

## FOREIGN

### The Anna Cross

DRAMA  
84M.

(Artkino)  
(Russian-made) (English titles)  
(Sovcolor)

ESTIMATE: Okeh Soviet entry for the art spots.

CAST: Anna Larionova, A. Sashin-Nikolsky, V. Vladislavsky, Mikhail Zharov, A. Vertinsky, N. Belevtzeva, I. Murzayeva. A Gorky Film Studio Production; directed by I. Annensky.

STORY: Anna Larionova, the daughter of a mild manner piano teacher who is addicted to drink, is offered marriage by an aged, wealthy merchant. Her ambition drives her to accept, but the old man is miserly and indifferent. His only purpose for the marriage was to get a show-piece wife to help his prestige. When he receives an invitation to a ball at which the prince will appear, he excitedly gives his wife money to buy a new gown. She is a sensation and gathers around her the wealthiest, most eligible men. Even the prince becomes enamored by her charms. When the prince pays a visit to his house, her husband is more than delighted. However, as a result of the sensation she caused at the ball, she establishes her independence from her husband financially. She lets herself be

courted by a fast-living gentleman, becomes indifferent to her doting husband, and even turns her eyes away from her family in need of financial help.

X-RAY: Based on a story by Anton Chekhov, this Russian entry is fairly interesting. As a social satire, the film is in some sense an amusing and ironic commentary on middle class society of the last century. The Soviets get in some licks at the nobility, but the propaganda is not too obvious. I. Annensky wrote the screen play.

AD LINES: "An Amusingly Ironic Commentary On Middle Class Life"; "Based On The Story Of One Of Russia's Leading Writers, Anton Chekhov"; "An Engrossing Tale Of Russian Life In The Last Century."

### Four Ways Out

MELODRAMA  
77M.

(Carroll)

(Italian-made) (Dubbed in English)

ESTIMATE: For the art houses.

CAST: Gina Lollobrigida, Renato Baldini, Cosetta Greco, Paul Muller, Enzo Maggio, Fausto Tozzi, Tamara Lees, Emma Baron. Produced by Edoardo Capolino; directed by Pietro Germi.

STORY: Four men hold up the cashier's office of a football stadium and get away from the police. Renato Baldini, one of the men, goes to his girl's house with his share. The girl, Gina Lollobrigida, has an independent income and does not need the money he brings her. She calls the police and he is apprehended. Fausto Tozzi, another of the quartet, and his wife, Cosetta Greco, plan to leave for the country. Greco buys a doll for their daughter before boarding the train. When the conductor comes around collecting fares, Tozzi has only the loot money. When the large bill is questioned, Tozzi, unwilling to let himself be caught, commits suicide. The third crook, Paul Muller, an artist, is tracked down by the police, but makes a deal with some shady characters to take him out of the country. Instead of giving him safe conduct, the smugglers take the money and murder him. The fourth man, Enzo Maggio, a teen-ager, comes home to find the police waiting, and tries a getaway via the window ledge, but his parents persuade him to come in. Giving himself up, the case is then closed.

X-RAY: The Lollobrigida name should help this fair cops and robbers thriller. Film has been dubbed into English with a fair technique, which should give the film a wider audience.

AD LINES: "The Italian Bombshell, Gina Lollobrigida, In A Thrilling Cops And Robbers Yarn"; "A Crime . . . And 'Four Ways Out'"; "Every Moment Packed With Thrills And Suspense."

### Half A Century Of Songs

MUSICAL  
95M.

(Continental)  
(Italian-made) (English titles)  
(Ferraniacolor)

ESTIMATE: Strictly for Italian audiences.

CAST: Silvana Pampanini, Renato Rascel, Cosetta Greco, Galeazzo Benti, Anna Maria Ferrero, Carlo Daporto, Maria Fiore, Erno Crisa, Olga Villi, Franco Interlenghi, Lauretta Masiero, Marco Vicario. Directed by Domenico Paoletta.

STORY: This musical consists of a number of slight sketches based on popular songs of the last half century. One involves a model, Silvana Pampanini, and a window dresser who fall in love and are separated by the war. Another shows the wild fantasies of an elevator boy, Renato Rascel, suggested by a beautiful woman, Cosetta Greco, who is a passenger in his elevator. A cynical man about town meets a simple girl in the streets, but he leaves her to continue his gay life. He



returns later to find her dead. Another sketch has a country maid, Maria Fiore, singing in the streets as she sells flowers. A painter, Erno Crisa, hires her as a model and soon has her in a compromising position, but not without the girl's indirect approval.

**X-RAY:** This Italian musical import in color should have a limited appeal, chiefly in the Italian houses. Most of the songs are unknown and the sketches that accompany the tunes are meagre and done with maudlin sentimentality or broad slapstick humor that rarely comes across successfully. Involved in this Ferrania-color extravaganza are some important names of the Italian industry that might aid in its selling. Domenico Paolella and Carlo Infascelli wrote the screen play. Heard are "Yes Sir, That's My Baby," "Chiribiribem," and others.

**AD LINES:** "A Great Musical Extravaganza In Color From Italy"; "A Nostalgic Glimpse Into The Last 50 Years"; "History Through Song."

## Illicit Interlude

DRAMA  
90M.

(Hakim)

(Swedish-made) (English titles)

**ESTIMATE:** Moderate love story for the art houses.

**CAST:** May Britt, Alf Kjellin, Berger Malsten, Georg Funkquist, Mimi Pollack, Annalisa Ericson, Stig Olin, the Ballet Theatre of the Stockholm Royal Opera. Directed by Ingmar Bergman.

**STORY:** May Britt, a famous ballerina at the Stockholm Opera House, is confused and unhappy and is not sure of her love for newspaper reporter Alf Kjellin. An anonymous messenger brings her a diary of her first lover, Berger Malsten. She sees again her youthful days when she spent her summers with an aunt in the country and relives the carefree times with Malsten swimming, fishing, and discovering love. She also feels guilty for her intimacy with Malsten. After the latter's death in a diving mishap, Britt returns to the city, where she concentrates on her dancing. Her life is empty and guilt ridden until Kjellin offers some companionship. After a rehearsal, the ballet master tells her gently that a career will only last a few years and that she must think of her personal life. At this point, Kjellin offers her marriage again, but she feels that she must clear her conscience. She gives him Malsten's diary and asks him to return the next day if he wishes. As the curtain rings down, he is in the wings and Britt embraces him.

**X-RAY:** This Swedish effort has some good moments, but it suffers from dramatic content. The unfolding of the story does not have the lucidity that it should and often one could get lost in the flashbacks. However it may be a satisfactory import for the art houses. Ingmar Bergman and Herbert Grevenius wrote the screen play.

**AD LINES:** "One Summer Of Happiness . . . A Life Of Guilt"; "She Discovered Love Slowly And Lost It In A Twinkling"; "A Moment Of Passion And A Life Of Remorse."

## The Runaway Bus

COMEDY  
MELODRAMA  
78M.

(Kramer-Hyams)  
(English-made)

**ESTIMATE:** Fairly amusing import for the art houses.

**CAST:** Frankie Howard, Margaret Rutherford, Petula Clark, George Coulouris, Toke Townley, Terence Alexander, Belinda Lee, John Horsley, Anthony Oliver, Michael Gwynne, Stringer Davis, Liza Gastone, Marianne Stone, Lionel Murton, Tedwell Chapman, Richard Beynon, Jimmie Young, Cyril Conway, Arthur

Lovegrove, James Brown, Alistair Hunter, Sam Kydd, Reginald Bechwith. Produced and directed by Val Guest.

**STORY:** Thick fog grounds all flights at a London airport and the passengers besiege the receptionist. Among the most belligerent is an eccentric spinster, Margaret Rutherford. A special bus is chartered to bring the passengers to another airport where the fog is lifting. Other passengers include a dumb blond who reads murder mysteries, a mild mannered man, an American, the driver, and the hostess. An airline pilot, Terence Alexander, joins the group as an unofficial passenger. Meanwhile, it is discovered that some gold has been stolen and that it is probably on the special coach. Consequently it is assumed that the mastermind of the robbery is on the bus. Frankie Howard, the driver, learns of the bullion robbery and its implications through the bus radio. Suspicion first falls on Alexander, then on the American, and finally on Howard, himself, who is not the driver assigned to the bus. In the dense fog, the bus gets lost in an army training field that is mined. Since no one on the bus knows this, the mysterious explosions astound everyone. Finally, it is discovered that Alexander is an airline security officer and that the master mind of the whole stickup is the innocent looking Rutherford and her accomplice is the mild mannered Toke Townley.

**X-RAY:** A pleasant little mystery comedy, this import will create no great stir but it should fit comfortably on the program at art houses. Val Guest wrote the screen play.

**AD LINES:** "A Bullion Robbery At A Fog-Curtained London Airport"; "The Most Hilarious Bus Ride You've Ever Seen"; "England's Margaret Rutherford In A Delightful Cops And Robbers Comedy."

## The Shorts Parade

### TWO REEL

#### Comedy

**THE FIRE CHASER.** Columbia—All Star Comedies. 16m. Joe Besser, with a mania for chasing fire engines, is away at a fire when he is supposed to be getting married. His angry fiancée, disgusted with his crazy antics, decides to marry a rival. Joe tries to stop the wedding but ends up in the hospital. However, Joe and his girl eventually get reconciled and together they chase the fire engines. FAIR. (7411).

**SHOT IN THE FRONTIER.** Columbia—Three Stooge Comedies. 16m. The Three Stooges in real western getup ride into town to marry their respective fiancées. However, the girls give them an ultimatum. Since they were being bothered by the Noonan boys, the Stooges must revenge them. The sheriff leaves town when the gang of toughs arrive, and it remains for the Stooges to cope with the desperadoes. This they do in their own slap happy fashion. The threats gone, the boys are joined in marriage with their girls. FAIR. (7402).

#### Color Drama

**ILLEGITIMATE CHILD.** Artkino. 16m. Sovcolor. Based on a story by Anton Chekhov, this tells of a middle aged man who is accused by a servant of fathering her child. Ridden by his own guilt when he finds a baby on his front porch, he runs off with it in a panic, hoping to keep the fact from his wife. However, for the sake of the child, he determines to tell his

wife all. After blurting out his indiscretions, he learns that the child belonged to someone else. FAIR.

#### Color CinemaScope Novelty

**THE CINEMASCOPE PARADE.** 20th-Fox—CinemaScope Special. 22m. This presents highlights of various 20th-Fox CinemaScope features as originally presented in "The Advancing Techniques Of CinemaScope." It should prove interesting as an advance trailer. GOOD. (7422).

#### Musical Novelty

**CHEVALIER DE MENTILMONTANT.** Joseph Burstyn. 14m. French musical comedy star Maurice Chevalier revisits the neighborhood in which he lived as a child and reminisces about the good old days as he walks around the streets of the Paris suburb. The camera catches the local color, the children at play, and the older folks going about their daily routines. For a finale, the children mob Chevalier and join him in a song. GOOD.

#### Novelty

**THE WORLD OF LIFE No. 1.** Noel Meadow. 16m. Part of a series of nature subjects, this shows some Saanen goats and kids enjoying themselves on the mountainside. The Saanens are white hornless goats that hail from Switzerland. On the west coast of Scotland, one sees the lighthouse keeper being relieved. In the midst of industrial London herons have set up a breeding ground and here are documented some of the actions of a typical family. The final sequence shows the London Zoo vet treating some of his animal patients. GOOD.

**THE WORLD OF LIFE No. 7.** Noel Meadow. 16m. Prospective climbers of Mount Everest test oxygen equipment necessary to the ascent. Some of the effects of rarified atmosphere are demonstrated in a decompression chamber. A young barn owl raised from a fledgling in a home shows himself to be quite tame and unafraid of the domestic surroundings. Seal life is examined in this final episode, which shows a baby grey seal learning the elements of life from its mother on the rocky seal island where he was born. GOOD.

**THE WORLD OF LIFE No. 13.** Noel Meadow. 16m. Making a majestic sight, some young swans go through their daily paces while their graceful parents look on. A fair day at a typical English village shows children doing a traditional Maypole dance while other attractions include a miniature railway for children. Following a shepherdess during a typical day sees her checking her charges and giving more delicate care to some of the younger members of the herd. A woman naturalist carrying on research on the otter watches the beaverlike animal during the course of its routine day. A pair of orphaned otters are seen playing and catching fish for dinner. FAIR.

**THE WORLD OF LIFE No. 15.** Noel Meadow. 15m. This shows preparations made by an expedition that planned to leave Plymouth, England, for a trip across equatorial Atlantic. The expedition tests and checks stores before setting out on this survey of marine life in the Atlantic. Dr. Konrad Lorenz, a noted Austrian biologist, is seen here in an intimate study of the private lives of geese, ducks, fish, and other animals. Since geese adopt as their parent the first moving object they see, Lorenz is shown as his flock of geese fledgling follows him obediently. He tries to sub for the real parent by teaching them the facts of life. GOOD.



**CinemaScope Color Sports**

**THE EMPIRE GAMES.** 20th-Fox—CinemaScope Specials. 13m. Covered in color are highlights of the recent British Empire games in Vancouver, B. C., winding up with the mile run between Bannister and Landy. This is preceded by excellent views of other events, and the subject shapes up as one of the better sport shorts, particularly because of the lensing. **EXCELLENT.**

**Topical**

**USSR TODAY No. 24.** Artkino. 19m. This Soviet newsreel shows a student meeting in Moscow with delegates from many countries; the opening of a new Anton Chekhov museum; scientific stations in the Arctic; an exhibition of agricultural machinery; a fur auction in Leningrad; process of fishing for crabs; and the courtesy visit of a Swedish ship at a Russian port. **FAIR.**

**ONE REEL****Color Cartoons**

**HECKLE AND JECKLE IN A BLUE PLATE SYMPHONY.** 20th-Fox—Terrytoons. 7m. The magpies open up a roadside eatery and are apparently quite successful despite their slap-happy methods. They have unusual ways of preparing their foods and even stranger ways of serving it. While the birds are leading their customers in a soup drinking symphony, a pair of hoods try to raid the place. The

magpies meet the occasion by waging warfare, using all the devices and foods in the joint until the gangsters give up. **FAIR.** (5424).

**LUMBERJACK RABBIT.** Warners—Bugs Bunny Specials. 7m. It was said of this subject when first reviewed in **THE SERVICE** of October, 1953, in a 3-D version, "Bugs Bunny wanders into the land of Paul Bunyon, giant lumberjack, and his equally huge dog. Bugs, after the giant's huge carrot patch, outwits the big, but stupid, hound. **FAIR.**" (2723).

**CinemaScope Color Novelty**

**THE MIRACLE OF STEREOPHONIC SOUND.** 20th-Fox—CinemaScope. 11m. This can only be played by theatres with stereophonic sound equipment. Part of the 20th-Fox demonstration held earlier, this subject acquaints the patron with the advantages of stereophonic sound and makes its point. Although of a technical nature, audiences should be interested. **GOOD.** (7414).

**Novelty**

**HOLLYWOOD STARS ON PARADE.** Columbia—Screen Snapshots. 9½m. Edgar Bergen and Charlie McCarthy are guests of Ralph Staub as Ralph shows them footage on topline screen stars in their younger days. Seen are Gene Hersholt, Rosemary De Camp, Dinah Shore, Lum And Abner, Howard Duff, Harry James, Bob Crosby, Gene Autry, the Andrews Sisters, Danny Thomas, Art Linkletter,

Walter O'Keefe, Martha Tilton, and Marie Wilson. **FAIR.** (7852).

**VistaVision Color Sports**

**SPEED SUB-ZERO.** U-I—Vistarama Special. 9½m. Suitable for showing in CinemaScope and other aspect ratios this one-reeler is devoted to EastmanColor coverage of such sports as skiing at Sun Valley, sailboat racing on frozen Lake Geneva, skiing, and bob sled racing at Lake Placid. **GOOD.**

**Sports**

**ARGENTINE ATHLETES.** Columbia—World of Sports. 10m. Buenos Aires, one of the largest cities in the western hemisphere, is also one of the most sports-minded. Its citizens support a variety of competition shorts. A visit to the soccer stadium finds crowds cheering for their team while similarly enthusiastic fans watch the game of pato, a combination of basketball, hockey, and horseback riding. Another popular sport in Argentina is auto racing and the camera catches some of the thrills of this daring spectator sport. **GOOD.** (7801).

**HUNTING THRILLS.** Columbia—World of Sports. 9m. A hunting expedition in Mexico brings Tex Stone and his wife, both champion archers, up against some ferocious game. Stone first tracks down a javelina or wild pig, and manages to make a kill with one shot of the bow. His wife takes out after a puma and at a dangerously close range downs the animal with her arrow. **FAIR.** (7802).



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# ALPHABETICAL GUIDE

## To 121 Features Reviewed

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 CARMEN JONES—105m.—20th-Fox 3855  
 CHAMPAGNE SAFARI—60m.—Bregstein 3829  
 CITY OF VIOLENCE—85m.—Waldman 3847  
 CORONER CREEK—90m.—Columbia 3822  
 CREST OF THE WAVE—90m.—MGM 3870

## D

DANCING WITH CRIME—83m.—Screencraft 3856

DESIREE—110m.—20th-Fox 3870  
 DETECTIVE, THE—91m.—Columbia 3853  
 DOWN THREE DARK STREETS—85m.—UA 3828  
 DRAGNET—89m.—Warners 3829  
 DR. JEKYLL AND MR. HYDE—127m.—MGM 3845  
 DRUM BEAT—111m.—Warners 3872  
 DUEL IN THE SUN—134m.—Selznick 3830

## E

EGYPTIAN, THE—140m.—20th-Fox 3828  
 EVERY GIRL SHOULD BE MARRIED—84m.—RKO 3826

## F

FIRE OVER AFRICA—84m.—Columbia 3845  
 FORBIDDEN WOMEN—56m.—8ell 3830  
 FOUR GUNS TO THE BORDER—82½m.—U-I 3839  
 FOUR WAYS OUT—77m.—Carroll 3872  
 FRENCH TOUCH, THE—84m.—Times 3840

## G

GARDEN OF EDEN—70m.—Excelsior 3830  
 GOLDEN MISTRESS, THE—82m.—UA 3863  
 GUNFIGHTERS—87m.—Columbia 3822

## H

HALF A CENTURY OF SONGS—95m.—Continental 3872  
 HALF WAY TO HELL—60m.—Hallmark 3841  
 HANS CHRISTIAN ANDERSEN—111m.—RKO 3826  
 HANSEL AND GRETEL—70m.—Myerberg 3848  
 HELL BELOW ZERO—91m.—Columbia 3822  
 HIGH AND DRY—93m.—U-I 3839  
 HUMAN DESIRE—90m.—Columbia 3822  
 HUMAN JUNGLE, THE—82m.—Allied Artists 3837

## I

ILLICIT INTERLUDE—90m.—Hakim 3873  
 INDISCRETION OF AN AMERICAN WIFE—63m.—Columbia 3823

## J

JAMBOREE—54m.—EPI 3865  
 JESSE JAMES' WOMEN—83m.—UA 3839  
 JUNGLE MAN-EATERS—68m.—Columbia 3823

## K

KARAMOJA—60m.—Hallmark 3830  
 KILLER LEOPARD—70m.—Allied Artists 3861  
 KILL HIM FOR ME—90m.—Waldman 3840

## L

LAST TIME I SAW PARIS, THE—116m.—MGM 3870  
 LAW vs. BILLY THE KID, THE—73m.—Columbia 3823  
 LAWLESS RIDER, THE—62m.—UA 3863  
 LOVERS, HAPPY LOVERS—105m.—AFE 3856

## M

MISS GRANT TAKES RICHMOND—87m.—Columbia 3845  
 MYSTERY LAKE—60m.—Lansburgh 3865

## O

ON THE WATERFRONT—108m.—Columbia 3823  
 OUTLAW STALLION, THE—64m.—Columbia 3824  
 OPERATION DIPLOMAT—64m.—American Feature Attractions 3864  
 OPERATION MANHUNT—77m.—UA 3863

## P

PASSION—84m.—RKO 3855  
 PHFFFT—91m.—Columbia 3862  
 PRIVATE HELL 36—81m.—Filmmakers 3830  
 PUSHOVER—88m.—Columbia 3824

## R

REAP THE WILD WIND—122m.—Paramount 3855  
 REAR WINDOW—112m.—Paramount 3825  
 RICOCHET ROMANCE—80m.—U-I 3864  
 ROGUE COP—92m.—MGM 3825  
 ROOGIE'S BUMP—70m.—Republic 3838  
 RUNAWAY BUS, THE—78m.—Kramer-Hyams 3873

## S

SABRINA—113m.—Paramount 3826  
 SHANGHAI STORY, THE—90m.—Republic 3838  
 SHE WOLF, THE—91m.—Republic 3855  
 SHE WORE A YELLOW RIBBON—103½m.—RKO 3827  
 SHIELD FOR MURDER—80m.—UA 3828  
 SIGN OF THE PAGAN—92m.—U-I 3871  
 SITTING BULL—105m.—UA 3839  
 SLEEPING TIGER, THE—89m.—Astor 3853  
 SNOW CREATURE—70m.—UA 3871  
 SO THIS IS PARIS—96m.—U-I 3871  
 STAR IS BORN, A—182m. and 154m.—Warners 3847  
 STARS OF THE RUSSIAN BALLET—75m.—Artkino 3840  
 STEEL CAGE, THE—80m.—UA 3864  
 SUDDENLY—77m.—UA 3829  
 SUSAN SLEPT HERE—97m.—RKO 3827

## T

TARZAN ESCAPES—89m.—MGM 3862  
 TARZAN THE APE MAN—102m.—MGM 3862  
 TERROR SHIP—72m.—Lippert 3838  
 THEY RODE WEST—84m.—Columbia 3853  
 THIS IS MY LOVE—91m.—RKO 3846  
 THREE HOURS TO KILL—77m.—Columbia 3838  
 THREE RING CIRCUS—104m.—Paramount 3862  
 THUNDER PASS—76m.—Lippert 3824  
 TOBOR THE GREAT—77m.—Republic 3827  
 TRACK OF THE CAT—102m.—Warners 3872  
 TWIST OF FATE—89m.—UA 3864

## U

UGESU—96m.—Harrison-Davidson 3848  
 UNHOLY FOUR, THE—80m.—Lippert 3854

## W

WELCOME THE QUEEN—50m.—BIS 3841  
 WHITE CHRISTMAS—120m.—Paramount 3824  
 WINDOW, THE—73m.—RKO 3827  
 WOMAN'S FACE, A—106m.—MGM 3846  
 WOMAN'S WORLD—94m.—20th-Fox 3846





## Y

YOU KNOW WHAT SAILORS ARE—89m.—UA 3871

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)



ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
<b>OCTOBER</b> The Human Jungle G. Merrill, J. Sterling  The Bob Mathias Story B. Mathias, M. Mathias, W. Bond	<b>OCTOBER</b> On The Waterfront M. Brando, K. Malden, E. M. Saint  Three Hours To Kill D. Andrews, D. Reed (Technicolor)  Miss Grant Takes Richmond (Reissue)	<b>OCTOBER</b> Deadly Game L. Bridges, F. Currie, S. Silva (English-made)  The Unholy Four P. Goddard (English-made)	<b>OCTOBER</b> Rogue Cop R. Taylor, J. Leigh, G. Raft  Beau Brummell S. Granger, E. Taylor (Technicolor) (Made in England)  A Woman's Face Dr. Jekyll and Mr. Hyde (Reissues)  Brigadoon G. Kelly, V. Johnson, C. Charisse (AnskoColor) (CinemaScope)	<b>OCTOBER</b> Sabrina A. Hepburn, H. Bogart, W. Holden  Reap The Wild Wind (Reissue)	<b>OCTOBER</b> She Wore A Yellow Ribbon (Reissue)  Passion C. Wilde, Y. DeCarlo (Technicolor)	<b>OCTOBER</b> The Outcast J. Derek, J. Evans, J. Davis (Trucolor)  Roogie's Bump R. Marriot, Brooklyn Dodgers	<b>OCTOBER</b> Carmen Jones D. Dandridge, P. Bailey, H. Belafonte (Color) (CinemaScope)  Adventures Of Haji Baba J. Derek, E. Stewart, A. Blake (Color) (CinemaScope)  Woman's World C. Webb, F. MacMurray, J. Allyson, C. Wilde, V. Heflin, L. Bacall (Color by DeLuxe) (CinemaScope)	<b>OCTOBER</b> The Barefoot Contessa H. Bogart, A. Gardner, (Technicolor) (Figaro)  Sitting Bull D. Robertson, M. Murphy, J. C. Naish (CinemaScope) (Color) (Frank)  The Little Kidnappers D. Macrae, J. Anderson (English-made) (Rank)  Operation Manhunt H. Townes, J. Aubuchon (Made in Canada) (Feldkamp)	<b>OCTOBER</b> Naked Alibi G. Grahame, S. Hayden, G. Barry	<b>OCTOBER</b> A Star Is Born J. Garland, J. Mason, J. Carson (Technicolor) (CinemaScope)
<b>NOVEMBER</b> Target Earth R. Denning, V. Grey, K. Crowley  Cry Vengeance M. Stevens, M. Hyer	<b>NOVEMBER</b> The Black Knight A. Ladd, P. Medina (Technicolor) (Made in England)  Fire Over Africa M. O'Hara, M. Carey (Technicolor)  Cannibal Attack J. Weissmuller, J. Walsh, D. Bruce  The Affairs of Messalina M. Felix, G. Marchal (Italian-made)	<b>NOVEMBER</b> The Siege (Italian-made)	<b>NOVEMBER</b> Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Print by Technicolor)  The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor)  Tarzan The Ape Man Tarzan Escapes (Reissues)	<b>NOVEMBER</b> White Christmas B. Crosby, D. Kaye, R. Clooney (Technicolor) (VistaVision)  Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope)  This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathe color)	<b>NOVEMBER</b> The Shanghai Story R. Roman, E. O'Brien  The She-Wolf Kerima (Italian-made) (Dubbed in English)	<b>NOVEMBER</b> Black Widow G. Rogers, V. Heflin, G. Tierney (Color by DeLuxe) (CinemaScope)  Desiree M. Brando, J. Simmons, M. Oberon (Color by DeLuxe) (CinemaScope)  The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color)  Black 13 P. Reynolds, R. Anderson	<b>NOVEMBER</b> The White Orchid W. Lundigan, P. Castle (Color) (LeBorg)  Twist Of Fate G. Rogers, J. Bergerac (Made in France) (Setton-Sloan)  Shield For Murder E. O'Brien M. English (Schenck-Koch)  You Know What Sailors Are A. Tamiroff, D. Sinden (Technicolor) (English-made) (Rank)  Snow Creature P. Langton, L. Denison (Wilder)	<b>NOVEMBER</b> Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor)  Ricochet Romance M. Main, C. Wills  Bengal Brigade R. Hudson, A. Dahl (Technicolor)	<b>NOVEMBER</b> Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope)  Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)	
<b>DECEMBER</b> Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)  Port Of Hell D. Clark, C. Matthews, W. Morris	<b>DECEMBER</b> Phffft J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	<b>DECEMBER</b> A Race For Life R. Conte, M. Aldon (English-made)	<b>DECEMBER</b> Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)	<b>DECEMBER</b> Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	<b>DECEMBER</b> Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)  Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)	<b>DECEMBER</b> There's No Business Like Show Business E. Mermen, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine  The Other Woman H. Haas, C. Moore	<b>DECEMBER</b> Sign Of The Pagan J. Chandler, J. Palance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)  The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	<b>DECEMBER</b> The Big Sleep Saratoga Trunk (Reissues)		

OBSERVATIONS		MOON PHASES		FILMMAKERS	
Nov. 11—Armistice Day		1 Quarter		2 Full	
Nov. 25—Thanksgiving				3 Last	
Dec. 25—Christmas Day				4 New	
	NOVEMBER .....	1	3		
	DECEMBER .....	3	10		
			17		
			24		






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| 5.      | HOLIDAY GREETING TRAILERS    |
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| 10.     | NEW YEAR'S EVE SHOW TRAILER  |
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**MOTION PICTURE**

# EXHIBITOR

**NOVEMBER 24, 1954** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **Lichtman Asks Industry Parley**

(page 7)

## **COMPO Approves Audience Poll**

(page 10)

AND FEATURING: **STUDIO SURVEY**

← Elmer C. Rhoden was named recently to succeed the late Charles P. Skouras as National Theatres president. He formerly headed the Fox Midwest Theatres, Inc.



♡♡ Deep In My Heart  
Holiday prices extra

Jul 2-2000

4,000  
8,000  
3,000  
10,000  

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25,000 ↗

terrific!!!

6,250

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4,865

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3,000

5,537

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playing time

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HOLIDAY PROFITS  
ALREADY WHEREVER  
FILM MEN MEET!**



M-G-M's FINEST MUSICAL in COLOR

# DEEP IN MY HEART

Starring JOSE FERRER

MERLE OBERON HELEN TRAUBEL

and GUEST STARS WALTER PIDGEON · PAUL HENREID

ROSEMARY CLOONEY · GENE & FRED KELLY

JANE POWELL · VIC DAMONE

ANN MILLER · CYD CHARISSE

HOWARD KEEL · TONY MARTIN

With DOE AVEDON · TAMARA TOUMANOVA

PAUL STEWART · ISOBEL ELSON · WILLIAM OLIVIS

JAMES MITCHELL Screen Play by LEONARD SPIGELGASS

From the Book by ELLIOTT ARNOLD Based on the Life and the Melodies of SIGMUND ROMBERG

Photographed in EASTMAN COLOR - Print by TECHNICOLOR

Directed by STANLEY DONEN - Produced by ROGER EDENS

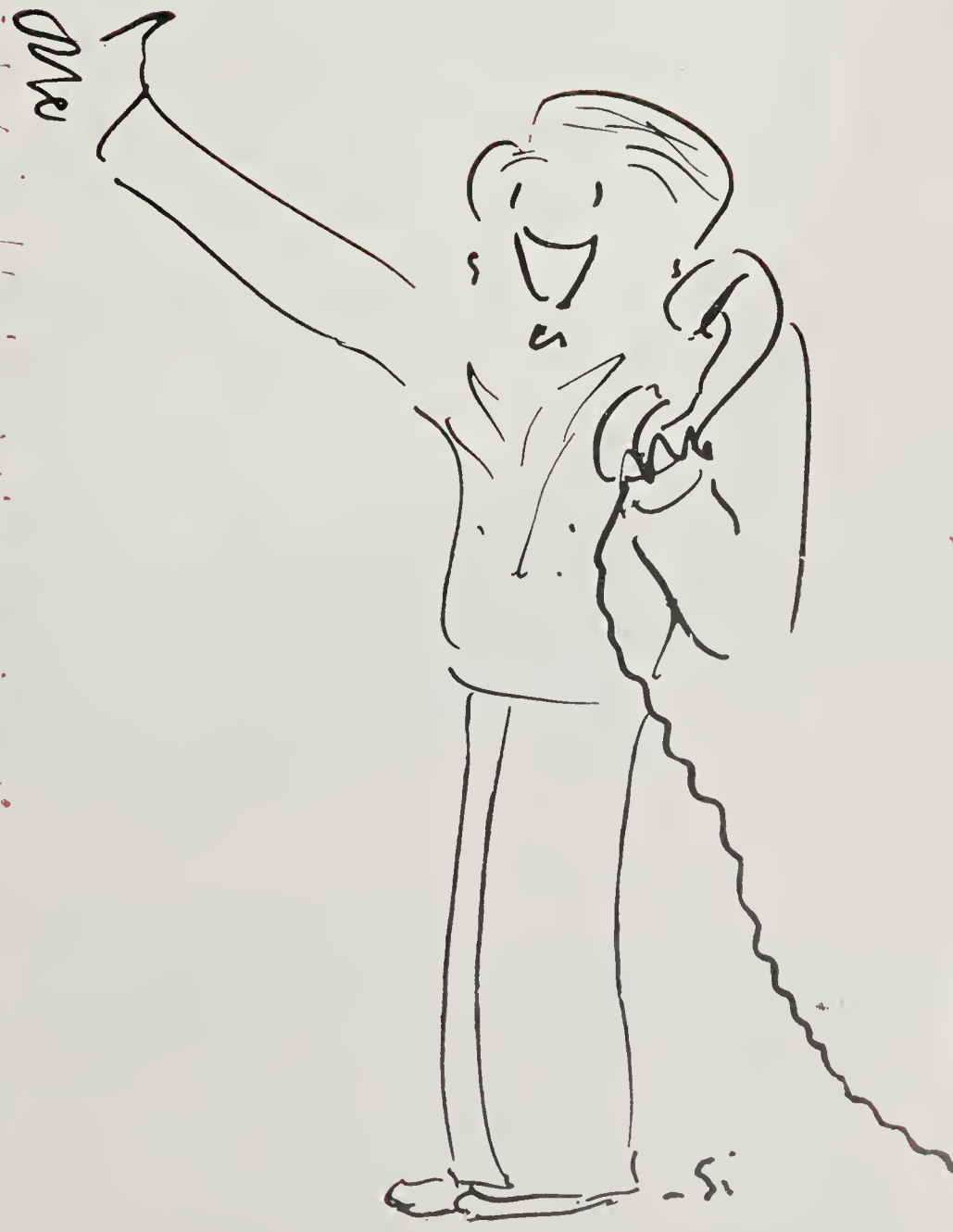
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musical talent in all  
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I want it  
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New Years!"





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Packs thrill after thrill! Pungent, stirring drama! Well paced, exciting!"

—FILM DA

## "SHIELD FOR MURDER"

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"The exhibitor who plays this hard-boiled action story will have little to worry about!"—HOLLYWOOD REPORTER

"Packed with suspense from start to finish! Breathtaking action...startling violence!"—M. P. DAILY

"Tension and suspense of a high order!"

—INDEPENDENT FILM JOURNAL

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PAGE BECOMES A  
SAVAGE SCENE!

From the best-selling  
shocker by William P.  
McGivern, who gave you  
those all-time thrillers,  
"THE BIG HEAT" and  
"ROGUE COP."

Intro  
MARLA  
the sizz  
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starring

# EDMOND O'BRIEN

also starring JOHN AGAR with Emile Meyer · Carolyn Jones · Hugh Sanders

Produced by AUBREY SCHENCK · Directed by EDMOND O'BRIEN and HOWARD W. KOCH

Screenplay by RICHARD ALAN · JOHN C. SIMMONS and HIGGINS · A SCHENCK · KOCH PRODUCTION

with DALLI DALLAD





**NOVEMBER 24, 1954**

**VOLUME 53**

**NUMBER 4**

## WHAT OF THE FUTURE?

ADMITTING that the general average of today's pictures—bolstered by CinemaScope, stereophonic sound in both magnetic and optical tracks, bright new bigger screens across the land, VistaVision for greater clarity of image, and the mammoth Todd-AO in the near future—is bigger, better, and more entertaining than has ever previously been accomplished in the entire history of this industry, just what will all of this excellence bring to our theatres?

We don't claim any pipeline to the occult, or any special ability to foresee the future not enjoyed by any other day-in-and-day-out theatremen of experience, but based on our observations of the last year, it seems entirely possible that "picture business" may be following the cycle of the old "legit" and big time vaudeville.

There was a day when the theatres and the showmen who operated them ran those businesses too. The theatremen himself hired his talent and built his show to the tastes of his known patronage. Road companies of the big time hits and traveling stock companies brought in percentage deals and gradually reduced the theatre showman to the status of landlord, risking his positive investment in bricks and mortar on a very minor share of the gross. But the real killer came when there were few hit shows and less traveling stock so that his theatre building was dark and vacant.

One of the contributing factors to the rapid growth of "picture" theatres was the ease of converting just such "legit" theatres. Motion pictures were founded and grew great on their ability to deliver entertainment to the whole family at a low price that permitted the family to come often. And the motion picture theatre, locally managed and carefully booked to suit local family tastes, became the family community center. With 1,000 and more pictures produced each year management had the facility to pick and choose and to control the entertainment purveyed.

But now, a shrinking source of supply has grown into a real shortage. Under single picture selling with no ability to average out costs, terms have risen to the place that there is little room for profit. And there aren't any "sleepers" any more. To accomplish grosses declared necessary by distributors, every big picture must raise the admission price and thereby chase away at least some

part of the established clientele. Dollars are now necessary to go to the movies where quarters used to suffice, so the teen-agers and younger married set are forced into other forms of entertainment.

Some of this development or transition has not yet reached the critical stage, but it promises to. We are more or less in an era of road show business, with the large first-runs constituting a narrow group commanding a high weekly gross and able to live on the small percentage left by the distributors. The small town and neighborhood theatres which are the numerical majority can't get the price, so can't do the weekly gross and are allowed to wither on the vine. Should these latter disappear, no new audience will be developed and the movies as America's source of low cost family entertainment will disappear with them.

Every effort should be devoted to the finding of ways and means to continue to improve quality, but at a price that will allow the smaller or feeder theatres to exist. Only if we can continue to encourage and develop new patronage will we be able to support the larger, high-admissioned first-runs. Should the day come when movies depend on the thick wallet rather than the thin pocketbook, then America will look elsewhere.

## RECORDS, MUSIC AND PICTURES

WHILE RECORDS of popular music have been tied up with motion pictures since even before "talkies" were introduced, and while it is an admitted fact that a song can help a good movie just as a movie can help a good song, Milton R. Rackmil is probably the only example of a record manufacturer who runs a motion picture producing company. As president of both Decca and Universal-International, Rackmil has shown a great deal of knowledge of the public's entertainment tastes since he acquired the latter company in 1951. Most important, he has exhibited a real liking for the movie industry and a confidence in its future that proves reassuring to many.

So we have a switch in the form of a song industrialist helping a good movie studio by bringing to it a lot of entertainment attributes in addition to financial stability.

And in that league they don't play with "box tops" either!

*Jay Emanuel*



# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

Tangent Films, Inc., is formed as subsidiary of Alexander Productions (page 7).

## Distribution

Al Lichtman, 20th-Fox distribution head, proposes an all-industry conference to iron out problems, and exhibitor groups agree the idea has merit (page 7).

IATSE and distributors begin employee contract talks (page 7).

United Artists completes Italian distribution deal (page 10).

## Exhibition

Leonard Goldenson, president, AB-PT, tells Carolina exhibitors to use TV as ad medium (page 10).

## Financial

TOA independent production finance group comes into being, headed by Sam Pinanski (page 11).

Howard Hughes denies sale of his business interests other than RKO studios (page 11).

## International

Montreal to get Cinerama (page 10).

Canadian industryites approve Film Institute to provide suitable liaison between industry and the public; move made to form Canadian WOMPI branch (page 11).

## Legal

Appeals Court rules Ring Lardner, Jr., was justly dismissed by 20th-Fox after his use of the Fifth Amendment (page 7).

Anti-trust suit for \$800,000 on west coast settled out of court (page 7).

Court orders arbitration in Shea dispute with Grainger (page 10).

## Legislative

COMPO issues booklet explaining how to combat local legislative efforts at amusement taxation (page 16).

## Mel Konecuff

Motion Picture Pioneers honor Si Fabian, SW president, as Pioneer of the Year at Hotel Astor dinner; a reporter pickets the Paramount searching for Indians; and Sol Hurok's IFE release, "Aida," breaks record at Little Carnegie (pages 6 and 14).

## Organizations

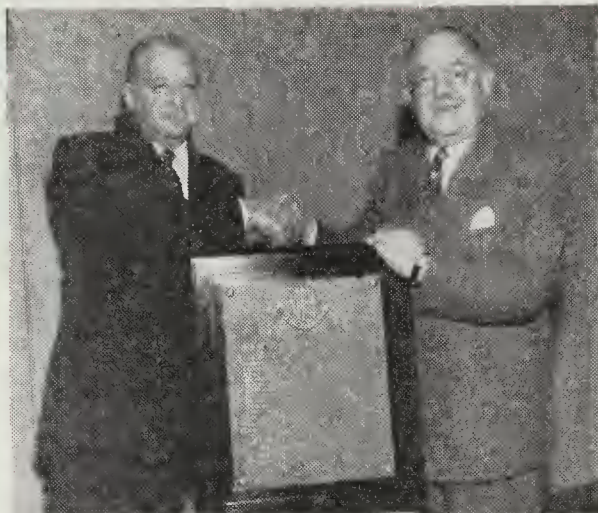
Columbia's Abe Montague pledges aid to exhibitors really in distress in an address to Illinois Allied unit in Chicago (page 6).

Abram F. Myers, National Allied counsel, tells Indiana Allied convention that audience must be attracted (page 6).

COMPO board approves national audience poll and counsel Robert Coyne warns of local taxation (page 10).

## Production

Columbia sales personnel meeting in Chicago discuss a product lineup of 39 features (page 14).



Si Fabian, left, industry leader, recently received an award as "Pioneer Of The Year" on the occasion of his 40th anniversary in the film business, from Jack Cohn, president, Motion Picture Pioneers, at the 16th annual showmanship dinner of the Pioneers at the Sheraton Astor Hotel.

# NEW YORK By Mel Konecuff

ONCE AGAIN hundreds of industryites gathered from all parts of the country at the Hotel Astor last week to attend the 16th annual showmanship dinner of the Motion Picture Pioneers at the Sheraton Astor Hotel.



KONECUFF

It almost sounded too good to be true, but when Robbins said it, he meant it, and thus it came to pass that precedents were broken all over the place. As a matter of fact, he had the dais rise and applaud the audience for a real switch, which is pretty good as audiences do need morale boosting once in a while.

Following the benediction, the swearing in of new members, and the moments of silence in honor of those who have passed on, a program of entertainment got under way which presented the life of Fabian. Such personalities as the Deep River Boys, George Murphy, Dore Brooks, John Daly, Licia Albanese, Walter Abel, Judy Johnson, Paula Stewart, Van Johnson, Bill Hayes, Bill Stern, Dorothy Sarnoff, and Lowell Thomas participated in fine fashion under the direction and written guidance of Morton Sunshine.

Thomas presented the story of Cinerama which was tied in with the story of Si Fabian, and he credited the honored guest and his associates, including Sam Rosen, with the success of the medium which has taken in something like \$19,000,000 to date from 13 cities.

To mark the entry of the Fabian organization into the field of commerce, attention was called to the purchase of International Latex Corporation by having a

# Latest Bulletins

(Developments At Press Time)

## Montague Pledges Aid To Distressed Exhibitors

CHICAGO—Addressing Allied of Illinois, Abe Montague, Columbia sales manager, promised all the help needed by distressed exhibitors, but urged that exhibition police itself to prevent free rides.

Denying that Columbia had helped create the product shortage, he pointed out that the shortage hurt the producer more than anyone else.

Answering a question from the floor, Montague said that in certain cases Columbia would sell such films as "The Caine Mutiny" on a flat rental basis. He stressed that each case would have to be decided on its own merits.

## Indiana Allied Meets

INDIANAPOLIS—The fall convention of the Allied Theatre Owners of Indiana was warned by Abram F. Myers, general counsel, Allied States, of the need to work to attract new people into theatres. He pointed out that attendance was decreasing even while grosses have increased.

The convention reelected Roy Kalver, president; Richard Pell, vice-president; Richard Lochry, treasurer; Trueman Rembusch, national director; and William A. Carroll, executive secretary.

pretty gal parade across the stage in girdle and bra, illustrative of some of the products made.

Jack Cohn, Pioneers president, thanked Robbins, Sunshine, and all concerned with making the dinner a success, after which he presented the plaque to Fabian whereupon the assembled pioneers arose as a body in standing tribute to the Pioneer of the Year.

The latter, deeply touched, thanked all who had a hand in the affair and noted that his 40 years in show business and particularly in the movie end have been fascinating ones and he's enjoyed every minute of it from the time he was an usher to be trusted only in the balcony, to the present day when he rules a theatrical empire.

With heart full of emotion, he abandoned his prepared speech and went over a brief history of the industry showing how today buyer and seller have drifted apart, referring to distributor and exhibitor. He recalled how in the past these two branches respected and cared for each other's welfare, and he opined that he would like to see the day again when there is mutual respect and concern by one another for one another and an industry working together.

Fabian urged the younger men who take over the industry and its problems to handle their chores wisely, humanely, and from the heart, for there is still a tremendous future in the business. To Hollywood he extended thanks and congratulations for the fine product that has emerged

(Continued on page 14)



# Lichtman Proposes All-Industry Meeting

## New B'way Product Stimulates Grosses

NEW YORK—With the advent of some new top-rating product, business in the Broadway sector experienced a considerable upswing. Top business was being done by the Roxy, Capitol, and the Paramount.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"DRUM BEAT" (Warners). Paramount, with Jackie Gleason and his TV show on stage in person, was heading toward \$105,000 on the opening week.

"DESIREE" (20th-Fox). Roxy reported \$47,617 for Thursday through Sunday, with the opening week sure to top \$77,000.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with stage show, garnered \$87,000 for Thursday through Sunday, with the sixth week bound to exceed \$130,000.

"SABRINA" (Paramount). Criterion, in the ninth week, dropped to \$14,000.

"CARMEN JONES" (20th-Fox). Rivoli dropped to 30,000 on the fourth week.

"FIRE OVER AFRICA" (Columbia). Globe expected the opening week to hit \$9,000.

"SUDDENLY" (UA). Mayfair dropped to \$10,000 on the seventh, and last, week.

"ON THE WATERFRONT" (Columbia). Astor was heading toward \$17,000 on the 17th week.

"A STAR IS BORN" (Warners). Victoria, now playing this film alone, claimed \$35,000 for the sixth week.

"THE LAST TIME I SAW PARIS" (MGM). Capitol announced \$28,500 for the Friday through Sunday of the opening week with the first session heading for a sure \$56,000.

"PHFFFT" (Columbia). Loew's State was down to \$16,000 on the second week.

## Contract Talks Start

NEW YORK—Negotiations of new contracts covering film-exchange employees throughout the United States was started last week by representatives of the IATSE and the major distributing companies, it was announced by the union's international president Richard F. Walsh.

Decision to hold nationwide talks was made recently following a poll in which the locals of both back-room and front-office employees voted overwhelmingly against negotiating in each exchange area.

Representing the IATSE at the sessions will be a committee composed of general secretary-treasurer Harland Holmden, international vice-president Louise Wright, and international representative Joseph D. Basson.

## Coast Suit Settled

HOLLYWOOD—The \$800,000 anti-trust suit of Moises and Raqual Mareyana, owners, Belmont, Hollywood, against National Theatres, Fox West Coast, and 20th-Fox was settled out of court last week for an undisclosed amount. The suit charged that the Mareyana's suffered damages of the above amount when NT chose to divest itself of the Belmont when ordered to get rid of one theatre under the consent decree.

## Fabian Saluted By Pioneers, Calls For Fair Practices

NEW YORK—Si Fabian, president, Stanley Warner Theatres and Fabian Theatres, issued a call for new trade practices fair to both industry buyer and seller last week as he accepted the honor of "Pioneer of the Year" at the 16th Annual Showmanship Dinner of the Motion Picture Pioneers at the Hotel Astor.

Fabian, who received the plaque emblematic of the award from Jack Cohn, Pioneers president, was highly optimistic concerning the future of the industry, calling it the best story telling medium in existence. In conjunction with the story of Fabian, Lowell Thomas told of the success of Cinarama, the operations of which are conducted by SW.

His 40 years in show business were dramatized by a star-studded group in a narration written by Mort Sunshine. Herman Robbins was dinner chairman. The dinner also featured the induction of 38 new members.

## Lardner Dismissal Approved

SAN FRANCISCO—The United States Ninth Circuit Court of Appeals here last week reversed the decision of the Los Angeles trial court in 1952 awarding \$25,789 to screen writer Ring Lardner, Jr., in connection with his dismissal by 20th-Fox after claiming the protection of the Fifth Amendment when asked about his Communist affiliations by the House Un-American Activities Committee.

Lardner had claimed that the "morality clause" in his contract did not extend to political activity.

The Appeals Court ruled the trial court should have admitted evidence of Lardner's citation for contempt of Congress, and that the citation legally constitutes moral turpitude and is valid grounds for dismissal.

Lardner's suit was heard simultaneously with a similar one brought by Adrian Scott against RKO which was also decided for the plaintiff. Damage claims in the two suits originally totaled \$1,000,000 but were cut to \$20,000 for Lardner, and \$70,000 for Scott.

Both RKO and Fox have refused to consider out of court settlements with any of the 10 writers dismissed on similar grounds.

## TOA and Allied Agree That Roundtable Idea Has Merit, Would Help Iron Out Differences

NEW YORK—The growing sentiment on the part of all branches of the industry to close ranks and solve their problems without calling in outside help was given further impetus by 20th-Fox distribution director Al Lichtman's proposal to have an industry conference attended by leading exhibitors, company presidents, and sales managers, at a meeting of the Council of Motion Picture Organizations, last week.

Although the announcement calling for an industry forum was made at the COMPO meeting, it was stressed that this would not be sponsored by the organization. Lichtman suggested that the meeting be held in New York, "sometime before the end of the year."

On the basis of calls for more intra-industry cooperation to help air out grievances by the Theatre Owners of America at its recent convention, and the Allied States Association intention to seek Federal regulation of film rentals, the speedy and favorable reaction of these two exhibitor groups came as no surprise.

The roundtable idea was described as a constructive approach to industry problems by Sam Pinanski, speaking for TOA. Allied's president, Ben Marcus said that his organization was "very, very favorable" to the plan.

Lichtman's reaction to exhibition's enthusiasm for his conference proposal was a reassurance that the film companies would cooperate with such a move. When the question of whether or not such a meeting might be a violation of anti-trust regulations was raised, Lichtman said that if this were so it would still be possible for individual companies to meet with exhibitor groups.

In reply to a question about the possibility of Allied calling off its move for Federal regulation, Marcus was non-committal and replied that much would depend on the results achieved at the proposed meeting.

While Lichtman said that the meeting should cover the general state of the industry, Marcus declared that the product situation and trade grievances were two problems which should be discussed at the conference. Pinanski envisioned the forum as one that would produce harmony and "a code of ethics." He warned against the meeting turning into a haggle over the pricing policies of individual companies.

## Tangent Films Formed

NEW YORK—Tangent Films, Inc., has been formed as a subsidiary of Robert Alexander Productions, it was announced last week by Steve Cochran, board chairman.

The company will produce commercial and documentary films for the entertainment, industrial, and business world.

## I N D E X

VOLUME 53, NUMBER 4 NOVEMBER 24, 1954

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# VISTAVISION

MOTION PICTURE

HIGH FIDELITY

**Jubilantly hailed  
by the public, the press, the industry!**

**Variety reports:**

**“WHITE CHRISTMAS, FIRST IN VISTAVISION  
IS NEW NATIONAL BOXOFFICE CHAMP!”**



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—New York Daily News

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—Denver Post

**VISTAVISION** is breathtaking."

—Boston American

**VISTAVISION** is revolutionary."

—Akron Beacon Journal

**VISTAVISION** carries a big wallop!"

—The Exhibitor

**VISTAVISION** is simply spectacular!"

—Detroit Times

**VISTAVISION** gives depth and clarity."

—Memphis Commercial Appeal

**VISTAVISION** lives up to advance billing."

—Newsweek Magazine

**VISTAVISION** is wonderfully better than anything yet."

—New York Post

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—Variety

**VISTAVISION** has fine pictorial value, rich luminous color."

—New York Times

**VISTAVISION** makes action as realistic as if it were flesh-and-blood."

—Boston Globe

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—Life Magazine

**VISTAVISION** is marked with exceptional clarity and illusion of depth."

—Buffalo Courier-Express

**VISTAVISION** will play an important role in the future of the industry."

—The Independent

**VISTAVISION** is destined to be a magnetic word on theatre marquees!"

—M. P. Daily

**VISTAVISION** makes photographed people look like people, not photographs."

—Brooklyn Eagle

**VISTAVISION** gives a new vastness and quality not matched by other methods."

—Los Angeles News

**"PARAMOUNT DELIVERS EVERYTHING IT PROMISED FOR VISTAVISION!"**

—Film Daily

**VISTAVISION** Paramount's Big Christmas-New Year Attraction—Hal Wallis' "3 Ring Circus," starring Martin & Lewis, in Technicolor . . .



## COMPO Endorses Audience Poll; Coyne Warns Of Local Taxation

NEW YORK—The COMPO board and executive committee met last week and endorsed the audience star poll as part of a plan to increase theatre audiences. Other ideas are television programming, research, and capturing youth's interest. A COMPO committee was formed to study the over-all plan.

In other business, the meeting, presided over by Wilbur Snaper, member of COMPO's governing triumvirate, decided not to press for total federal admission tax repeal at this time; it was said that National Allied had indicated it would not veto the industry group insurance plan if other COMPO member organizations thought it desirable; a report was given on attempts to produce a TV spectacular promoting motion pictures and it was said that the project is "very much alive"; the audience poll will proceed without TV tieups since distributors are not inclined to pay the cost of such shows.

The COMPO dues campaign was postponed until May or June, and Harry C. Arthur was named as board representative for Southern California Theatre Owners Association.

According to the proposed audience poll, theatregoers would select the best picture, actor, and actress of the year, as well as selections in other categories. The COMPO endorsement of the plan follows meetings between exhibition leaders and sales heads on how to capture a greater portion of the public's entertainment dollar.

It was reported that toll-TV was not formally discussed as part of the agenda, and the organization's by-laws were changed to "legitimize" the rule by a three-man committee and reduce the number necessary for an executive committee quorum from 15 to 10.

Robert Coyne, COMPO special counsel, reported on the dangers of local taxation, revealing that such levies are draining off a minimum of \$36,000,000 annually. He urged more frequent COMPO meetings and careful study in the building of a secure industry.

Although toll TV was not on the agenda, it received informal attention.

### Montreal Gets Cinerama

NEW YORK—The first Cinerama theatre to be operated by the Stanley Warney Corporation outside the continental United States will be the Imperial, Montreal, Canada, it was announced last week by Lester B. Isaac, general manager in charge of Cinerama exhibition.

The 14th theatre in the company's operation, the Imperial will premiere "This Is Cinerama" on Dec. 27. Renovations have just begun to permit installation of three projection booths, the huge screen, Cinerama sound, and other special equipment.

For the premiere showing in Canada, Cinerama officials are negotiating for a charity sponsored opening under the auspices of the St. Justin's Children's Hospital, which is under the direction of the Cardinal of Canada.

### UA Concludes Deal For Italian Distribution

NEW YORK—United Artists has entered into a long-term agreement with D.E.A.R. Film of Italy, whereby UA releases will be distributed throughout the Italian market by that organization, it was announced last week by Arthur B. Krim, president.

The deal, renewing a previous distribution arrangement, was finalized in Rome by Arnold M. Picker, United Artists vice-president in charge of foreign distribution, and UA continental manager Charles Smadja. The Italian organization was represented in the negotiations by Angelo Rizzoli and Robert Haggiag.

Rizzoli and Haggiag, who were financially active in the co-production of United Artists' "The Barefoot Contessa," will similarly participate in the co-production of important forthcoming UA releases, it was concurrently disclosed by Krim.

### Shea Ordered To Arbitrate

NEW YORK—Shea Enterprises and Jamestown Amusement Corporation were ordered last week by Supreme Court Justice Joseph Gavegan to proceed with arbitration under E. C. Grainger's claim for breach of contract as former general manager of the companies.

Grainger was dismissed in 1951, when he requested arbitration. Shea charged mismanagement against Grainger and E. C. Raftery and claimed that Grainger's contract was invalid. Arbitration was deferred, but the court recently found the contract valid. Judge Gavegan, however, upheld Shea's claim that the statute of limitations applied, limiting Grainger's possible recovery to six years.

## Goldenson Keynotes Carolina Meeting

CHARLOTTE—Leonard Goldenson, president, American Broadcasting-Paramount Theatres, delivered the keynote address at the convention of Theatre Owners of North and South Carolina last week and remarked that one of the most important methods of attracting a new generation of moviegoers was through merchandising films via television.

He called for a program of industry experimentation with TV merchandising to discover how best to use the medium, and said that his circuit had a committee currently studying the problem. Goldenson also suggested that there be improved liaison between producers and exhibitors regarding story properties, stars, and other problems.

Goldenson pointed out the rapid population growth and the fact that many will soon be reaching movie age. Regarding the product shortage, he said he hoped exhibitor financing aid to independent production would do much to alleviate it. He warned that the product shortage leads to exorbitant film rentals, threatening the shuttering of many theatres.

E. D. Martin, newly elected president, Theatre Owners of America, also spoke on the serious product scarcity, and George Murphy, Hollywood's good will ambassador, pointed out that understanding and closer liaison between all branches could bring about an era of unparalleled success for the industry.

The exhibitor unit came out strongly against the exhibition of sex films, and another resolution commended TOA and other groups for spurring independent production. Delegates also attended a demonstration of Perspecta Sound at the Carolina.

Delegates were addressed by Herbert Barnett on the convention's final day, and the president of SMPTE said that the industry was no nearer to standardization at this time than it was when old standards were upset. He said differences of opinion among major studios were in the way of

(Continued on page 11)

## This Was The Week When . . . .

Lionel Barrymore, MGM star, died. . . . Ava Gardner embarked on a world publicity tour in behalf of United Artists' "The Barefoot Contessa." . . . Songwriter Irving Berlin won the Christopher Award, as did producer Arthur Freed, director Vincente Minnelli, and writer Alan Jay Lerner for MGM's "Brigadoon," and producer Aaron Rosenberg, director Anthony Mann, and writers Valentine Davies and Oscar Brodney for U-I's "The Glenn Miller Story." . . . The United States Information Agency announced that "This Is Cinerama" would be shown at the Bangkok international fair beginning on Dec. 7. . . . RKO's "Hansel And Gretel" was set for Christmas showings in 100 New York area theatres. . . . Loew's, Inc., directors declared a quarterly dividend of 25 cents per share on common stock payable on Dec. 24 to holders of record on Dec. 7.

"The Country Girl," Paramount's version of the hit play, was set to premiere at the Criterion, New York, on Dec. 16. . . . "Hunters Of The Deep," DCA's prize-winning underwater documentary, was scheduled to have its American premiere at the Trans-Lux 60th Street, New York, on Dec. 16. . . . Joseph Brenner Associates, New York, announced completion of a deal with the J. Arthur Rank Organization for the national distribution of "His Excellency." . . . It was revealed that Brandon Films will give modern moviegoers a chance to see cinematic masterpieces of the past at a silent film festival at the 55th Street Playhouse, New York, on Dec. 17. . . . "Companions Of The Night," a new French film being distributed by Arlan in this country, was set to open at the World today (Nov. 24).



# The International Scene . . . . .

## Canada

### Canadian Industry Approves Institute

TORONTO—Establishment of a Canadian Motion Picture Institute for a trial period of two years at a cost of \$50,000 is recommended by a committee set up by the Canadian Motion Picture Industry Council to study the idea. The five-man committee, representing the distribution and exhibition phases of the industry, recommends in its report to be given the Council at the annual convention the appointment for a period of a year of an executive director with a newspaper and magazine background. The Institute should start operations by Jan. 1, 1955.

A board of directors composed of 14 members is recommended. These would represent each of the seven exhibitor organizations in Canada; three distributors appointed by the Canadian Motion Picture Distributors Association on the understanding that one such member shall represent a British-controlled company and one a Canadian-controlled company; and four members-at-large, appointed by the Council, with the restriction that two will represent the two national circuits of Canada.

At the first opportunity, the report recommends that a permanent president or chairman be appointed for a year, as well as an executive committee.

The executive director should set up an office in Toronto and arrange for a sub-office in Montreal in order that whatever plans are worked out for English-speaking magazines and newspapers could be incorporated in their French counterparts in Quebec. The committee's report indicates that it would be wise, possibly, to create what it calls "a special approach to the French-speaking population." Canada's French population comprises an important part of the movie public.

Work to be done by the Institute is basically to establish between the motion picture industry and the various media of communication in Canada a closer liaison by providing material on the industry for use in the media and developing more intensive and favorable coverage of the industry in the media. The Institute would also serve as a clearing-house for a source of public information as well as public relations, such as making contact with universities or similar institutions equipped for the determination of economic facts in order to obtain statistics on the movie-going habits and ad-reading trends of the Canadian public.

Other suggestions include the provision of speakers for various clubs on the industry, as well as travelling exhibitions, creation of a weekly movie column, and most important, "a concerted and continuous effort should be made with all newspapers on the higher advertising rates presently being charged motion picture theatres, and, in many cases, the lack of cooperation being given for publicity."

The plan, according to the report, should

be tried for two years, with the distributors paying \$15,000 a year and the exhibitors paying five cents per seat, or, in the case of drive-ins, five cents per car capacity.

The motion picture industry has developed some fine public relations on its own, without an Institute. Take the case of the two film companies which have been supplying gratis 16mm. features through General Films for the needs of polio patients at King George Hospital, Winnipeg. Both Paramount and 20th-Fox have cooperated in showing the films. And because the majority of polio victims are in iron lungs, no more than four of them at a time can see a program which is projected on a ceiling.

The film companies are cooperating with members of the Chamber of Commerce who devote long hours going from one small group to another projecting the program on equipment supplied by provincial exhibitors. Other film companies are being sought to cooperate on the project, and many have expressed their intention to do so.

The other public relations effort is that of Mr. and Mrs. Godwin, owners, Norwood, Delburne, Alta., who believe that through the donation of a school scholarship they may help some youths. They have set up scholarships valued at \$100 to be awarded by the department of education to ninth grade students in three towns. Godwin expressed the opinion that, "we find the theatre can do a lot to promote social welfare in a rural district, and thus keep the theatre and its business in the forefront."

### Canadian Comment

A familiar abbreviation to be included in the already numerous initial list in the motion picture industry is that of WOMPI. It stands for Women of the Motion Picture Industry. Prime movers in the club's formation are Anne Kaplan, Paramount, and Glad Rowsley, UA, both of Toronto. . . . George Altman, Mavety Film Delivery Service, continues hard and strong in his one-man campaign to raise funds for Variety Village through collection of scrap. His latest donation was for \$600. . . . John Davis, JARO, is expected in Canada late this month. . . . J. Roy McCullough and R. L. (Bob) Todd have joined Adfilms, Ltd. McCullough is western divisional manager, while Todd is eastern divisional manager, with headquarters at London, Ont. . . . Paul Hamer, manager, Christie, Toronto, is the manager, Odeon, Guelph, where manager Ken Davies was until his move to a similar post at the Odeon, London. Keith Wilson, formerly supervisor, Ontario District D, Odeon Theatres, becomes manager, Odeon, Brampton. . . . Motion picture and TV producers at Associated Screen News' Workshop sessions at Montreal will see the first demonstration in Canada of 16mm. CinemaScope through the auspices of Bell and Howell. Jack Chisholm, chairman of the workshop, reports an enthusiastic interest in the coming sessions.

—HARRY ALLEN, JR.

## TOA Finance Group Comes Into Being

NEW YORK—Herman Levy, TOA general counsel, announced last week that incorporation papers had been filed in Delaware bringing into existence the Exhibitors Film Financial Group, Inc., with a capitalization of \$10,000,000.

Sam Pinanski was selected as president of the new company, whose formation was authorized by TOA members at their recent national convention as an effort to spur independent production as an answer to the product shortage.

Other temporary officers and directors are John Rowley, vice-president; Myron Blank, secretary; L. S. Hamm, treasurer; and additional directors E. D. Martin, Walter Reade, Jr., and Alfred Starr.

Levy also said plans were being made for filing of the necessary papers with the Securities and Exchange Commission who must condone the sale of stock. After stock is sold, holders will meet and elect permanent officers. It was reiterated that participation is not confined to TOA members, but to all exhibitors, and, in the future, to the general public as well.

TOA executives stressed the point that release will probably not be through major distributor channels, since it was feared that the purpose of the plan might be defeated if a distributor should acquire the films and then cut his own production plans. Another reason given was that major distribution is too expensive a proposition and was one of the causes of exorbitant film rentals.

Martin pointed out that harmonious relations between exhibition and distribution could come about best when a balance of power has been achieved and stimulation of independent production was thought to be an excellent way to bring this about.

### Hughes Denies Sale Rumors

HOLLYWOOD—Howard Hughes denied last week published reports that he is about to sell his varied industries, except RKO film studios, to a New York syndicate headed by realtor William Zeckendorf.

"I have denied this rumor in the past," Hughes declared. "Let me say once and for all this rumor is utterly untrue."

### Goldenson

(Continued from page 10)

standardization and urged that it be accomplished, but without stifling new developments.

Jack Braunagel, Kansas City, spoke on proper theatre operations. Also speaking was Hal Makelim, who stated that production of his first film would begin when enough signed contracts were on hand and added that he had no intention of asking a theatremen to pay "more than 25 per cent of the gross for a picture."

MGM conducted a special screening of "The Last Time I Saw Paris," with Murphy acting as host.

Officers elected included C. A. Dandellake, Tarboro, N. C., president, succeeding Howard Anderson, Mullins, S. C.; Anderson, first vice-president; and Woodrow Fussell, Bladenboro, N. C., second vice-president. TOA directors named are H. F. Kincey, North Carolina, and Robert Bryant, South Carolina.



# DORIS DAY AND FRANK SINATRA

TOGETHER FOR THE  
FIRST TIME! TERRIFIC  
FROM THE FIRST  
MOMENT!



ALSO STARRING

GIG YOUNG



ETHEL BARRYMORE



DOROTHY



D  
A!

# Young at Heart



Barney was fresh and moody and unpredictable —  
and the most lovable guy she ever met!

 MAS-PRESENTED BY WARNER BROS.

ING STORY WITH ALL THAT'S SO SWELL ABOUT  
DORIS DAY AND ALL THAT'S SO SPECIAL  
ABOUT FRANK SINATRA!

IN  
WARNERCOLOR

'Til My Love Comes To Me'

'Just One Of Those Things'

'You My Love'

'One For My Baby'

'Someone To Watch Over Me'

'Young At Heart'

'Hold Me In Your Arms'

'There's A Rising Moon'

'Ready Willing And Able'



ONE

WITH ROBERT KEITH • PRINT BY **TECHNICOLOR** • SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE  
AN ARWIN PRODUCTION • PRODUCED BY HENRY BLANKE • DIRECTED BY GORDON DOUGLAS • PRESENTED BY **WARNER BROS.**





# Columbia Sales Heads Discuss New Lineup Of 39 Major Productions

CHICAGO—One of the most important sales meetings in Columbia history got under way last week with general sales manager A. Montague presiding, and including home office executives led by Jack Cohn, executive vice-president; department heads, key sales personnel, seven division managers, branch managers, and Canadian executives.

Some top product was screened for delegates, including Columbia's first three CinemaScope productions, "The Long Gray Line," "Three For The Show," and "The Violent Men," and also the CinemaScope cartoon, "When Magoo Flew" and the 40-minute product trailer unveiled at the TOA convention recently.

More than 50 leading midwest exhibitors were Columbia's guests at a reception in the Blackstone Hotel.

Highlighting the meeting was the presentation of what promises to be the most impressive lineup of films in the company's history. These productions, ready for release, in production, or planned for early production include "The Long Gray Line," John Ford's CinemaScope-Technicolor tribute to West Point, starring Tyrone Power and Maureen O'Hara, directed by Ford, produced by Robert Arthur; "Joseph And His Brethren," the most expensive production in Columbia history, to be filmed in CinemaScope and Technicolor, a personal production of executive producer Jerry Wald; "The End Of The Affair," starring Deborah Kerr and Van Johnson, filmed in London by David Rose's Coronado productions, with Edward Dmytryk directing and David Lewis producing; "The Man From Laramie," the first offering of William Goetz Productions, starring James Stewart, in CinemaScope and Technicolor, directed by Anthony Mann; "Three For The Show," starring Betty Grable, Marge and Gower Champion, and Jack Lemmon in a CinemaScope-Technicolor musical, with H. C. Potter directing for producer Jonie Taps; "The Violent Men," a drama in CinemaScope and Technicolor, starring Glenn Ford, Barbara Stanwyck, Edward G. Robinson, Dianne Foster, Brian Keith and May Wynn, Rudolph Mate directed, Lewis J. Rachmil produced.

Also "Phffft"; "My Sister Eileen," CinemaScope and Technicolor musical, starring Janet Leigh, Betty Garrett, and Jack Lemmon, directed by Richard Quine, produced by Fred Kohlmar; "A Prize Of Gold," filmed in Technicolor on the actual locales in London and Berlin, starring Richard Widmark, Mai Zetterling, and Nigel Patrick, a Warwick production, directed by Mark Robson for producers Irving Allen and Albert R. Broccoli; "Tight Spot," starring Ginger Rogers, Edward G. Robinson, and Brian Keith, directed by Phil Karlson, and produced by Lewis J. Rachmil; "The Black Knight"; "The Duchin Story," with screen play by Moss Hart, production by Jerry Wald, and direction by George Sidney; "The Young Virginians"; "Captain Calico," Technicolor drama, starring Clark Gable, produced by William Goetz; "Picnic," adapted by Daniel Taradash; "Pal Joey"; "Reminiscences Of A Cowboy," in CinemaScope and Technicolor; "The Brothers Ricco," to be produced by William Goetz; "The Franz Liszt Story"; "Deadlock," starring Stewart Granger and Jean Simmons, in a Technicolor Film Locations, Ltd., production which Arthur Lubin will direct in England for producer Mike Frankovich;

"The Detective"; "The Prisoner," to star Alec Guinness and Jack Hawkins, which Peter Glenville directs and Vivian Cox and Sydney Box produce; "The Stalk," to star Tyrone Power, in CinemaScope and Technicolor, with Copa producer Ted Richmond on location in Rio de Janeiro; "Lorenzo The Magnificent," Copa production, to star Tyrone Power, produced by Ted Richmond in CinemaScope and Technicolor; "Five Against The House," starring Guy Madison, Kim Novak, Brian Keith, and Kerwin Mathews, Phil Karlson directs, and Stirling Silliphant produces; "The Gentle Wolfhound," with location filming in Japan, Korea, and West Point; directed and written by Richard Murphy, and produced by Fred Kohlmar; "The Bamboo Prison," starring Robert Francis, Dianne Foster, and Brian Keith, directed by Lewis Seiler for producer Bryan Foy; "Women's Prison," starring Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter, Phyllis Thaxter, and Howard Duff, directed by Lewis Seiler for producer Bryan Foy; "Chicago Syndicate," starring Abbe Lane, Xavier Cugat, and Dennis O'Keefe, Fred F. Sears directs for producer Sam Katzman; "Ten Wanted Men," Randolph Scott Technicolor starrer, directed by Bruce Humberstone for producer Harry Joe Brown; "Duel On The Mississippi," Technicolor drama starring Patricia Medina, under William Castle's direction for producer Sam Katzman; "The Gilded Rooster," starring Victor Mature, with William Fadiman producing; "Masterson Of Kansas"; "New Orleans Uncensored," starring Arthur Franz and Beverly Garland, with William Castle directing for producer Sam Katzman; "It Came From Beneath The Sea," science fiction thriller with Kenneth Tobey and Faith Domergue starring, Robert Gordon directed, and Charles Schnee produced; "Wyoming Renegades," Technicolor western starring Phil Carey, Gene Evans, and Martha Hyer, Fred F. Sears directed, and Wallace MacDonald produced; "Terror In The Night," produced and directed by Andrew Stone; "The Gun That Won The West," Technicolor Dennis Morgan starrer, with William Castle directing for producer Sam Katzman; and "Creature With The Atom Brain," science fiction drama starring Richard Denning, with Edward Cahn directing for producer Sam Katzman.

In other convention happenings, delegates honored 12 of their number for 25 years or more service. Suitably inscribed silver bowls were awarded those persons honored, division managers Sam Galanty, midwest; Bob Ingram, southeast; Harry Rogovin, New England; and Jack Underwood, southwest; branch managers Jimmy Beale, Portland; H. Duvall, New Orleans; Phil Fox, Cincinnati; Saul Trauner, New York; and L. N. Walton, Seattle; Harvey Harnick, sales manager, Columbia of Canada; and branch managers Dutch Levit, Montreal, and Abe Cass, Toronto.

A realignment of the home office executive sales staff was announced by Montague. Louis Astor, veteran circuit account executive, takes on added responsibilities; George Josephs, home office sales executive, has been appointed circuit account executive; Vincent Borelli, formerly assistant to the circuit account executives, has been promoted to a circuit account executive. In addition, Daniel Rothenberg and Milton Goodman have been elevated to the posts of assistants to

## Konecoff

(Continued from page 6)

in the past year, and he asked for more and more product of similar quality so that all theatres can stay open and in business and so that the public can become and continue to remain avid fans.

He urged exhibitors to continue to invest in their theatres and to do all possible to keep the public interested and coming again and again. He urged his fellow theatre operators to keep abreast of the industry's progress and technological improvements.

Aboard the double dais were Walter Abel, Licia Albanese, David G. Baird, Barney Balaban, Rabbi B. Birstein, Harry Brandt, Dore Brooks, Max A. Cohen, Jack Cohn, John Daly, Sam Dembrow, Jr., Ned E. Depinet, Si H. Fabian, Charles Feldman, William German, Leonard Golden-son, James R. Grainger, Abel Green, Bill Hayes, William Heineman, Judy Holliday, Benjamin Kalmenson, Harry Kalmine, Al Lichtman, Charles C. Moskowitz, George Murphy, John J. O'Connor, Robert J. O'Donnell, Judge Ferdinand Pecora, Sam Pinanski, Martin J. Quigley, Charles M. Reagan, E. V. Richards, Jr., Sam Rinzler, Herman Robbins, William F. Rodgers, Sam Rosen, Dorothy Sarnoff, Al Schwalberg, Sol Schwartz, Ben Shlyen, Serge Semenke, Wilbur Snaper, A. N. Spanel, Bill Stern, Paula Stewart, Lowell Thomas, Joseph Vogel, Major Albert Warner, Adolph Zukor.

**RELEASE:** Warners warned us via a release that with the engagement of "Drum Beat" at the Paramount, a tribe of Indians would be perched atop the marquee beating tom toms and sending out smoke signals urging all on Broadway to see the film. We've been parading back and forth in front of the theatre waiting for same until Bob Shapiro, managing director, probably thought we were picketing the place.

**Conclusion:** The only Indians in town are those abandoned by Cleveland at World Series time.

**THE METROPOLITAN SCENE:** The S. Hurok film presentation, "Aida," broke all existing Little Carnegie records here with an initial four days coming in at \$15,790. The first week is expected to go over \$22,000 and special showings early and late have been scheduled. It's a hot IFE release. . . . Max Weinberg is back from Switzerland after having completed the script for the English version of "Heidi And Peter" for producer Lazar Wechsler. It's a sequel to last year's success, "Heidi," and will be the first color feature made in that country. . . . Both Look and Life last week hit the newsstands with covers showing Gina Lollobrigida in good form and IFE officials turning handspings.

circuit account executives. Rothenberg has been serving as Josephs' assistant, and Goodman previously was in charge of Columbia's 16mm. sales. Joseph Freiberg, manager, sales accounting department, will assume supervision of the home office bidding department, and Maurice Grad, short subjects sales manager, and Seth Raisler, contract department manager, will take on additional duties.





OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

# CARMEN JONES

from 20th Century-Fox

## CINEMASCOPE

starring

HARRY BELAFONTE · DOROTHY DANDRIDGE  
PEARL BAILEY · OLGA JAMES · JOE ADAMS

Produced and Directed by  
OTTO PREMINGER

Books and Lyrics by  
OSCAR HAMMERSTEIN, 2nd

Screen Play by HARRY KLEINER

color by DELUXE

*it's a pleasure to do business with 20th!*



## Miscellaneous

### In The Newsreels

MOVIETONE NEWS (Vol. 37, No. 94) Quebec, Canada; Premier Mendes-France arrives. Abilene, Kans.: Eisenhower Museum dedicated. Egypt: Premier Nasser's attackers tried. Italy: Marlon Brando hailed. Football: SMU upsets Arkansas, Ohio State tops Purdue.

NEWS OF THE DAY (Vol. XXVI, No. 224) Abilene, Kans.: Eisenhower Museum dedicated. Egypt: Premier Nasser's attackers tried. France: Civil service protest in Paris. Germany: Ethiopia's Emperor Haile Selassie sees monorail in Cologne. India: 100,000 bathe in sacred Ganges. Football: Ohio State routs Purdue; SMU topples Arkansas.

PARAMOUNT NEWS (No. 27) Washington: President Eisenhower urges safe driving. Ephrata, Pa.: "Miss America" now a Mrs. Venezuela; President Jimenez receives U.S. medal. France: Bob Hope honored in Paris. Johannesburg, South Africa: Giant heavyweight boxing threat. Germany: Woman giantess. Football: SMU upsets Arkansas; Ohio State takes Purdue.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 622) Korea: 24th division in farewell parade. Abilene, Kans.: Eisenhower Museum dedicated. Williamsburg, Va.: Britain's Queen Mother visits. Holland: A "goat-lift" for Israeli farmers. Germany: Woman giantess. Football: Ohio State defeats Purdue, Yale bested by Princeton.

WARNER PATHE NEWS (Vol. 26, No. 29) Korea: 24th division in farewell parade.

### At Auction

A FINE OPPORTUNITY FOR A  
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817 South Street, Philadelphia  
(Within 6 Blocks of Market Street)

BRICK THEATRE BLDG. erected in 1928. Seating capacity over 2000. Total ground area approx. 21,000 sq. ft. There are front-ages on both South St. and Darien St. and a 10' wide driveway to 8th St., making this property adaptable for a variety of uses. The theatre has a full stage, suitable for vaudeville or legitimate shows. 2 Aschraft projection lamps, Western Electric sound system, etc. Coal-fired steam heat is supplied from a separate boiler house.

Inspection Sat. and Sun., Nov. 27 and 28, from 10 A. M. to 3 P. M.

SALE TUESDAY, DECEMBER 7,  
AT 2 P. M. ON THE PREMISES

**SAMUEL T. FREEMAN & CO.**  
Auctioneers

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### COMPO Issues Booklet On Anti-Tax Efforts

NEW YORK—In an effort to help theatre owners combat present or threatened state and local admission taxes, COMPO is distributing nearly 10,000 copies of a new booklet it has prepared entitled "Block That Tax!" Robert W. Coyne, special counsel, said the booklet is being sent to all members of state, Congressional, and local tax committees, to the members of the recently appointed state and regional press relations committees, and to all dues-paying COMPO members.

The booklet warns that new admission taxes may come from two sources, states and municipalities, and sets forth a detailed plan for combatting them at each level. It also submits facts and figures which local exhibitors may use to advantage before state or local taxing authorities.

The booklet makes it clear that unlike the federal tax campaign, the conception, organization and prosecution of a successful campaign against local taxes rest almost entirely upon the individual exhibitor.

France: Civil service protest in Paris. England: Invalids take sky tour of London. Abilene, Kans.: Eisenhower Museum dedicated. Washington: President Eisenhower urges safe driving. Football: Ohio State bests Purdue, Princeton downs Yale.

IN ALL FIVE:

Arlington, Va.: Iwo Jima Marine Memorial dedicated.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 93) Japan: B-29 crew meet press after Red attack. Brooklyn, N. Y.: Thousands in mass naturalization. Washington: Judy Holliday honored by Treasury Department. Egypt: President Nasser hailed. Australia: Navy in maneuvers. Germany: Crossbow archers. Australia: "Rising Fast" wins Melbourne cup.

NEWS OF THE DAY (Vol. XXVI, No. 223) Brooklyn, N. Y.: Thousands in mass naturalization. Algeria: Terrorist hunt. Japan: B-29 crew meet press after Red attack. New York: Max Conrad flies non-stop solo to Paris. England: Churchills at christening of latest grandchild. San Francisco: Here comes Santa. England: Eton steeplechase. Germany: Motorcycle death drivers.

PARAMOUNT NEWS (No. 26) England: Queen Elizabeth pays tribute to war dead. Brooklyn, N. Y.: Thousands in mass naturalization. Washington: President Eisenhower greets new citizens and Japanese Premier. Washington: Judy Holliday honored by Treasury Department. Holland: Audrey Hepburn visits native land. New York: Philadelphia Athletics move to Kansas City.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 621) Boston: President Eisenhower addresses National Council of Catholic Women. Washington: President Eisenhower greets new citizens and Japanese Premier. Washington: Judy Holliday honored by Treasury Department. New York City: Little Miss U.S.A. Spain: Dali jewelry. France: Paris dog show. Birmingham, Ala.: Miami edges out Auburn.

## About People

NEW YORK—C. S. Perkins, operating manager, Altec Service Corporation, announced last week the transfer of R. D. Fairbanks, veteran engineering specialist attached to the Boston office of Altec's northeastern division, to New York headquarters. Fairbanks will work in a special projects group headed by E. S. Seeley, chief engineer, Altec's engineering department. The nature of the work Fairbanks will perform at Altec's headquarters, according to Perkins, is highly restricted.

NEW YORK—Phil Reisman, president, Michael Todd Productions, last week accepted the chairmanship of the motion pictures committee of the New York Arthritis and Rheumatism Foundation's \$500,000 development fund drive for 1954-55. In announcing the acceptance, William M. Holmes, campaign chairman, said Reisman would direct the motion picture division, which has a goal of \$40,000.

NEW YORK—Bernie Hickey was transferred last week to the home office of the Shea Circuit here. He will coordinate publicity, advertising, and exploitation between the distributors and theatres. Hickey is the former manager of Shea's Fulton Theatre in Pittsburgh. Frank King, field representative of the circuit, is now manager in Pittsburgh.

HOLLYWOOD—Hy Daab is the new public relations director for Hal Makelim enterprises. Daab will take charge of a global press campaign for the Makelim Plan, already widely backed by American exhibitors. He is the former advertising and publicity director for RKO, Columbia, and David Selznick.

KANSAS CITY—Richard P. Brous, former chief counsel, Fox Midwest Circuit, has been elected divisional president, replacing Elmer C. Rhoden, new president, National Theatres. Senn Lawler has been made division manager in charge of theatre operation, and Joe Redman is now in charge of advertising and publicity.

WARNER PATHE NEWS (Vol. 26, No. 28) Indo-China: Red propaganda showers Hanoi. Washington: President Eisenhower greets new citizens and Japanese Premier. Washington: Judy Holliday honored by Treasury Department. England: Churchills at christening of latest grandchild. New York City: Little Miss U.S.A. Hawaii: Flying radar guards Pacific coast. Italy: Fashions, old and new, on view at Venice. Football: Eagles down Cardinals.

### NATIONAL LEGION OF DECENCY

Nov. 18, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Athena" (MGM); "The Black Knight" (Col.); "The Bob Mathias Story" (AA); "Drum Beat" (Warners); "Master-son Of Kansas" (Col.); "Romeo And Juliet" (UA); "Trouble In Store" (Republic); "West Of Zanzibar" (U-I); UNOBJECTIONABLE FOR ADULTS: "Aida" (IFE) (Italian-made); "Black 13" (20th-Fox); OBJECTIONABLE IN PART FOR ALL: "Destry" (U-I); "Track Of The Cat" (Warners); "Twist Of Fate" (UA).

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## The Editor Speaks

NO USE TALKING—you just gotta hand it to a city in France called Paris for having the best press agent ever!

JUST LOOK at the scads of free publicity the motion picture industry has been bestowing this fair city. Currently we have "The Last Time I Saw Paris," "So This Is Paris," "April In Paris," and coming up is "On The Boulevard" and many others, all extolling the beauties and excitement of this belle of all cities.



PAUL MANNING

NEVER HAVING HAD the good fortune to be able to visit this garden spot of love, liberty, and the pursuit of love, all I can say is that the oodles of pictures, all in big screen and gorgeous color (my mouth is drooling!), doesn't make a typewriter look any sweeter.

SERIOUSLY, the film companies have found a great, new, photographic wealth in the rare beauties of many far away cities and lands. The human eye and mind, always eager to see and enjoy strange sights, regards the roving camera eye of present-day films as a magic door to unequalled visual excitement. Couple this usual quality with the vastly improved stories being filmed, and you have a solid future for our motion picture industry.

BUT STILL, I'd sure love to see gay Paree! Have tux and will travel. Any offers?

*Paul Manning*

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9075 West Pico Boulevard, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

# STUDIO SURVEY

Paul Manning, editorial director

Vol. 7, No. 11 November 24, 1954

# STUDIO SURVEY

## Motion Picture Exhibitor Laurel Awards Nominations

UNITED ARTISTS'

### "THE BAREFOOT CONTESSA"

starring

HUMPHREY BOGART and AVA GARDNER

co-starring

EDMOND O'BRIEN, MARIUS GORING, VALENTINA CORTESA,  
ROSSANO BRAZZI

with

WARREN STEVENS, BESSIE LOVE, ELIZABETH SELLARS

Written and directed by Joseph L. Mankiewicz.

A Figaro Inc. production.

Color by Technicolor.

20th CENTURY-FOX's

### "CARMEN JONES"

with

DOROTHY DANDRIDGE, HARRY BELAFONTE,

OLGA JAMES, PEARL BAILEY

Produced and directed by Otto Preminger.

Book and lyrics by Oscar Hammerstein 2nd. Screen play by Harry Kleiner.

Music by Georges Bizet.

A CinemaScope production. Color by De Luxe.

20th CENTURY-FOX's

### "BLACK WIDOW"

starring

GINGER ROGERS, VAN HEFLIN, GENE TIERNEY, GEORGE RAFT

with

PEGGY ANN GARNER, REGINALD GARDINER, VIRGINIA LEITH,  
OTTO KRUGER, CATHLEEN NESBITT, SKIP HOMEYER, HILDA SIMMS.

Produced and directed by Nunally Johnson.

Screen play by Nunally Johnson from a story by Patrick Quentin.

A CinemaScope production. Color by De Luxe.



## Meet Edmond Baumgarten



EDMOND BAUMGARTEN

EDMOND BAUMGARTEN, new president of Lippert Pictures, showed his sense of humor when Robert L. Lippert introduced him to the trade press as his successor.

"You know those big pictures now showing on TV? Well, I'm the one who foreclosed on them," were Baumgarten's opening words.

THE NEW PRESIDENT took over the office last month, with Lippert to remain in an advisory capacity while also supervising sales on "They Were So Young," "The Black Pirates," "A Race For Life" and other forthcoming product.

BAUMGARTEN is a native of Buffalo, where he spent eight years with the Buffalo Industrial Bank, starting as the last teller and finishing up as assistant to the president. He worked at every job in the bank, including advertising and public relations manager, and brought about such innovations as the nation's first drive-in bank, and the first financing of private airplane purchases, a program which was the backbone of the government's civilian pilot training in the East.

IN 1942, Baumgarten came to California for a vacation and decided to stay. To learn big business methods first-hand, instead of from a banking point of view, he joined the Douglas Aircraft Company, starting with a 65c-per-hour job and becoming assistant comptroller and coordinator of all payroll matters at a time when Douglas had 250,000 employees.

RETURNING to his former field, Baumgarten joined the Bank of America, and his cost accounting experience at Douglas qualified him as the first bank representative to unravel the "mystery" of cost reports on motion pictures.

THE AFORESAID FORECLOSURES were the least pleasant but most informative aspect of Baumgarten's tenure as an executive in the Bank of America motion picture department. In foreclosing, he had to learn everything about a picture because so many people are involved and, he says, "The post-mortem was invaluable training."

BAUMGARTEN RESIGNED from the bank to become Lippert's executive assistant in June, 1952.—P.M.

# GOOD THINGS TO COME FROM HOLLYWOOD...

## MGM's "The Last Time I Saw Paris"

Here is a show with what it takes to hit the jackpot! Brimming with humor and loaded with that necessary ingredient called drama, it all adds up to great big boxoffice.

Van Johnson, fresh from his triumph in "The Caine Mutiny," scores with this intelligent portrayal. This actor is fast developing into one of our best. The same can be said of Liz Taylor, his luscious leading lady. She rises above her breathtaking beauty, with a grand job of making her difficult role believable. Walter Pidgeon, Donna Reed, Eva Gabor, and moppet Sandy Descher round out the impeccable cast, each contributing excellent performances.

Producer Jack Cummings has given a handsome mounting to this drama in keeping with his usual pattern of making solid screen merchandise. With pictures like "The Stratton Story," "Three Little Words," "Kiss Me Kate," and the current surprise hit, "Seven Brides For Seven Brothers," all to his credit, Cummings can rest assured that the industry holds his production in high esteem. Director Richard Brooks, a fast rising young man in film-land, gives highly sensitive direction, and should, as a result, be seen in important directorial berths from here on.—P.M.



Seen above are two scenes from MGM's romantic Technicolor drama, "The Last Time I Saw Paris," filmization of a novel by F. Scott Fitzgerald, scenes of which were shot in Paris and other colorful European locations. Above, left, Van Johnson embraces his daughter as wife Elizabeth Taylor stands by, and at right, Johnson is seen with Eva Gabor. Below, left to right, Jack Cummings, producer, and Richard Brooks, director.

## "Blackboard Jungle" Starts

HOLLYWOOD—With filming started on "The Blackboard Jungle" last week, six pictures are currently in production at MGM. Based on the widely discussed Evans Hunter novel about today's juvenile delinquency problem, "The Blackboard Jungle" has a cast headed by Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes, and Richard Kiley. The film is being directed by Richard Brooks, who also wrote the screen play, with Pandro S. Berman as producer. Brooks recently completed MGM's "The Last Time I Saw Paris."

## "Jester" Shoots At Paramount

HOLLYWOOD—"The Court Jester," Danny Kaye's new picture for Paramount, went before the VistaVision cameras last week with several cast additions. Signed for key roles were Patrick Aherne, brother of Brian Aherne; Alan Napier, former Broadway actor; and Lewis Martin, a veteran of the stage and screen. Produced by Melvin Frank and Norman Panama under the Dena Production banner, "The Court Jester" co-stars with Kaye the British-born actresses, Angela Lansbury and Glynis Johns.



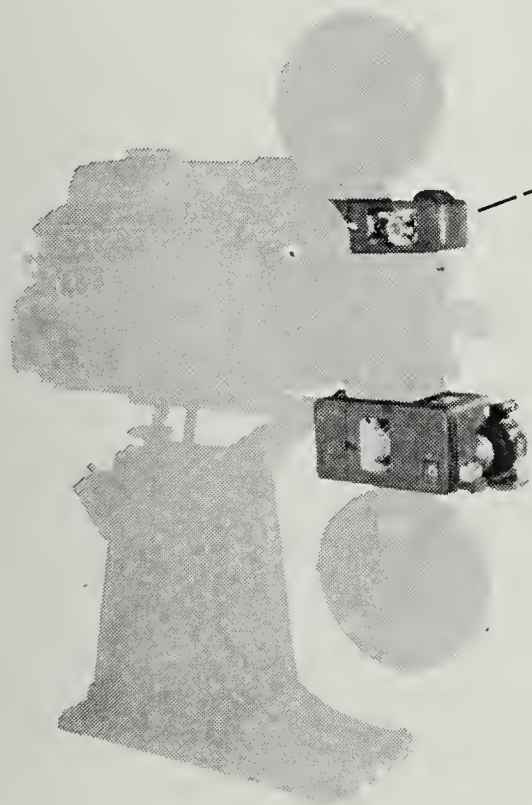
# PROVED — THE WORLD OVER!

## WESTREX STANDARD Multi-Channel and Single Channel Sound Systems

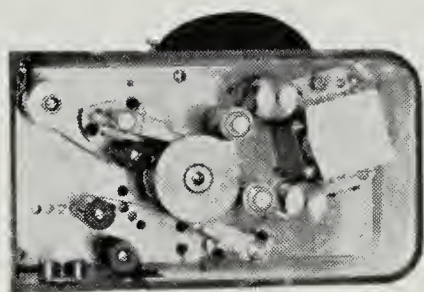
FOR THEATRES OUTSIDE U.S.A. AND CANADA...FOR STUDIOS EVERYWHERE

FOR THE STEREOPHONIC ERA there is a new, complete and thoroughly proved Westrex line of theatre sound systems for multi-channel magnetic (such as CinemaScope), multi-channel photographic (such as Perspecta Sound), and single channel reproduction (standard photo-

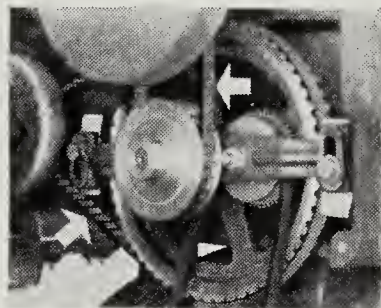
graphic). When these modern systems are installed, adjusted and serviced by Westrex Corporation engineers, finest performance and lowest overall cost are definitely assured...Write today for complete information about the particular system in which you are interested.



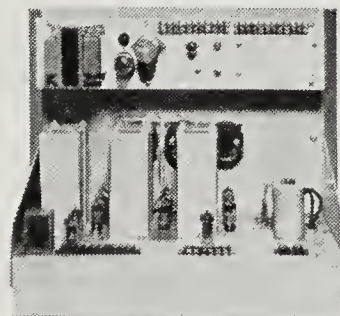
**THE WESTREX R9** Stereophonic Reproducer (Magnetic) and R6 Photographic Reproducer.



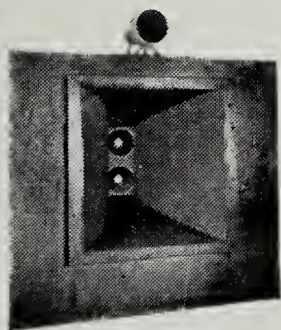
**R9 STEREOPHONIC REPRODUCER** (Magnetic) brings you the Academy Award winning hydro flutter suppressor, a right film loop, and double flywheels.



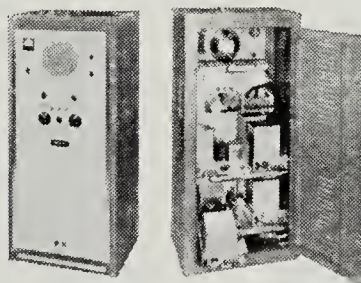
**R6 PHOTOGRAPHIC REPRODUCER** gives unsurpassed reproduction from variable area and density prints. Special noiseless timing belts are an exclusive feature...will not slip or stretch.



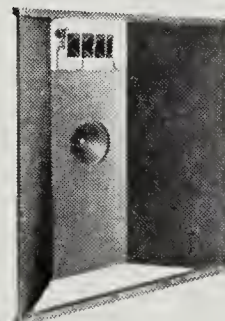
**THIS INTEGRATOR** is essential for Perspecta Sound multi-channel reproduction from a standard photographic sound track on which control frequencies have been superimposed.



**WESTREX T501A LOUDSPEAKER ASSEMBLY** features the new Acoustic Lens for superior performance in larger theatres.



**WESTREX STANDARD AMPLIFIER CABINETS** have up to four channels for magnetic or photographic reproduction.



**WESTREX STANDARD L8** Stage Loudspeaker Assembly employs the Western Electric 713B High-Frequency Speaker.



# Westrex Corporation

RESEARCH, DISTRIBUTION AND SERVICE FOR THE MOTION PICTURE INDUSTRY

111 Eighth Avenue, New York 11, N. Y.  
Hollywood Division: 6601 Romaine Street, Hollywood 38, Calif.

FORMERLY  
WESTERN ELECTRIC  
EXPORT  
CORPORATION



# Rugged Site For Republic's "Timberjack"

Montana, the mountain state, breathtakingly scenic, offers a bold challenge to the hardy cast and crew intending to capture its beauty for the screen. These behind the scenes photographs represent a pictorial view of one of Hollywood's toughest locations.

FILMED in Trucolor by Consolidated, Republic's "Timberjack" qualifies as one of the quality productions of the current motion picture season.

Starring Vera Ralston, the roster of players in this top-budgeted drama of the vast northwest timberlands includes Sterling Hayden, David Brian, Adolphe Menjou, Hoagy Carmichael, and Chill Wills.

In order to achieve authenticity of background and the ultimate in pictorial beauty, President Herbert Yates' entire "Timberjack" company was transported in a fleet of chartered planes to Missoula, Mont., where the scenic splendor of this area was captured in Trucolor by cameraman Jack Marta.

The "Timberjack" company, composed of 125 people and 30 pieces of rolling equipment, constituted the largest location junket in Republic's history. Three weeks were spent shooting in a score of selected sites ranging from the Anaconda Copper Mining Company's camp near Missoula, to logging camps and mills in the Polson Lake area to isolated mountain forests, the latter made accessible only after a fleet of bulldozers had cut miles of roads through the wilderness. Each day the company had to arise at 4 a.m. to travel 130 miles to location sites.

The first storm of the season in western Montana isolated Republic's big company for two days while working in the dense mountain forests miles from the nearest highway. Food was parachuted to the company from helicopters by the famous



Under the personal supervision of Herbert J. Yates, left, Republic president, a scene of "Timberjack" is filmed in Trucolor amidst the rugged beauty of western Montana.

Montana "Smokejumpers." Yates, who personally supervised the extensive location, and Miss Ralston, with her co-stars, were brought out via a large amphibious jeep.

Hundreds of Montana's colorful timberjacks were used. These husky woodsmen engaged in a spectacular free-for-all brawl for the cameras with the movie timberjacks.

Prominent in the picture is a colorful oldtime Shay logging locomotive with flatcars brought to the Missoula location site from Cottonwood, 51 miles away on the

old Chicago, Milwaukee, St. Paul and Pacific Railroad line. It was loaned to Republic by the Anaconda Copper Company's lumber department, who had used it many years before the great modern locomotives took over hauling out the newly cut timber.

Prominent among the many spectacular scenes in "Timberjack" is one in which a giant log-jam is blown up. Taken at one end of beautiful Flathead Lake under special effects head, Howard Lydecker, scores of giant logs were suddenly blasted sky high out of the water in a roaring geyser.

School authorities declared a holiday for students at one time during shooting for the educational benefits they would derive from observing a large film company in action on location.

Republic spent months of research on the period treated in Dan Cushman's novel and Allen Rivkin's exciting and entertaining screen play.

The many gowns worn by Miss Ralston in the interiors were fashioned by Adele Palmer from originals loaned to Republic by descendants of the first owners. The dress suits worn by Hayden and Brian were also adapted from originals.

The music in "Timberjack" comes from the talented Carmichael, who composed five songs for the picture. The musical score was directed by Victor Young, who composed and directed the musical score for Republic's "The Quiet Man" and "Johnny Guitar."

At the directorial helm was associate producer-director Joe Kane.

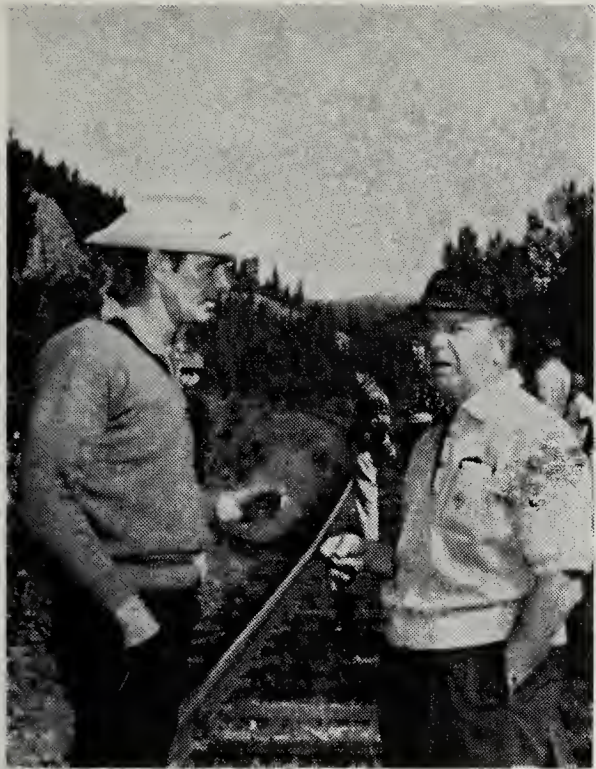


Bonner, Mont., and the almost inaccessible mountain area nearby became a mecca for tourists, sightseers, and local citizens as the Republic troupe of 200 arrived on location. Starred are Sterling Hayden, Vera Ralston, David Brian, and Adolphe Menjou, seen brandishing a cane. Joe Kane, Republic associate producer, is directing the big-budget production.



Another star in the outdoor adventure is the Old Shay logging locomotive shown here with cast and crew aboard, including, left to right, Chill Wills, Menjou, Hayden, Miss Ralston, Hoagy Carmichael, Brian, and Howard Petrie. Cooperating are the Anaconda Copper Mining Company lumber department and the Chicago, Milwaukee, St. Paul, and Pacific Railway.





Chatting on location are Yates and Hayden. The scene involved in their discussion was shot near Missoula, Mont., and overflow crowds were on hand to observe the thriller being made.



The going got considerably tougher as filming of the rugged drama of the Pacific Northwest timber land continued. Here, Republic's crew prepares for a scene in one of Montana's most picturesque locales. Some idea of the hazards involved in such arduous location filming can be derived from the fact that at one point the cast was stranded by a storm.



Seen left to right are Miss Ralston and Carmichael making Montana music via the tambourine; movie fans gathering from miles around to witness the filming and surrounding veteran soundman Roy Meadows, working



without the sound proof privacy of a studio sound stage; Hayden devoting some time off to the acquisition of Montana sustenance; and a host of eager fans converging on Wills as he arrives for some early morning shooting.



Republic's contingent joins the locomotive crew and seen are Yates, decked out in the very latest engineer's cap; Jack Marta, cinematographer; Kane; and Kenny Halmes, unit manager, all obviously having a fine time. Real-life railroad men and lumberjacks were turned into actors for same of the action scenes, with the Hollywood version holding their own.



It was certainly not a case of all work and no play for the cast and crew, and after a hard day's shooting, Miss Ralston is amused by the antics of actors Elisha Cook, center, and Karl Davis, featured in the film. The rugged and realistic surroundings captured in Trucolor by Consolidated are expected to give the production added impetus at the boxoffice.



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*



Manager Don Haley, Paramount, Los Angeles, recently used these bally beauts as a roving billboard for United Artists' "Suddenly." The girls tied up traffic—what else? They marched downtown streets eight abreast. For benefit of rear viewers, the shapely octet carried pictures of star Frank



Sinatra on their backs. On the right is seen another of Haley's stunts on the same picture—gag picketing, with a teen-age brigade staging mock protest over the crooner's sudden film switch to rugged drama portrayals. This and similar exploitation stunts helped the film attain top grosses.

## IFE's "Aida" Benefits From Many Campaigns

NEW YORK—A large number of the nation's leading manufacturers and advertisers have joined forces with IFE to introduce America to S. Hurok's new color musical drama, "Aida," it was revealed last week by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity, and exploitation.

These manufacturers have created special merchandise, inspired by the personalities, colors, and period of "Aida," and will promote nationally and with special emphasis at point-of-sale and local theatre level. This important tieup and exploitation campaign, the most powerful in the history of IFE, was developed by Bernard Lewis, exploitation manager, and his staff.

The national advertising campaign will be launched in the December issue of Vogue with a special six page "Aida" section which will feature full page ads by Everfast Fabrics, Carolyn Schnurer, and Will Steinman as well as editorial comment on the merchandise and the picture.

Everfast has created new designs and colors based on the Egyptian theme in "Aida" which are incorporated into new cotton fabrics. Carolyn Schnurer has developed a line of daytime dresses, bathing suits, play-togs, cruise and resort wear utilizing the Everfast fabrics, with new styling inspired by the costuming in the picture. Will Steinman has utilized the "Aida" inspiration in creating a series of evening and cocktail dresses.

In addition, Valentina Dolls have made ballerina and dancing "Aida" dolls; Faberge has created a new romantic perfume, "Tigress Of The Nile"; Aronov of California will introduce a collection of "Aida" footwear; MacGregor has designed a line of men's sportswear utilizing "Scarab" prints inspired by the film; Swank Jewelry will introduce a new line of "Aida" inspired men's jewelry, utilizing ancient Egyptian designs and motifs; and

## "Pagan" Manuals Distributed

NEW YORK—To provide exhibitors with important promotional material for the earliest possible start of their advance promotional campaigns on "Sign Of The Pagan," its CinemaScope and Technicolor film production, Universal-International last week started distribution of its special exhibitor manuals on the picture.

The manual contains more than 100 pages of television, radio, and merchandise promotions; school and organizational tieups; store and newspaper contests as well as comprehensive publicity material prepared for all sections of local and Sunday newspapers and television and radio outlets.

most of the leading record companies will promote their "Aida" opera albums.

Cooperative local newspaper ads with department stores will be used extensively and local contests and exploitation campaigns are being planned to coincide with playdates.

It is the object of the IFE exploitation department to develop these tieups into effective ticket-selling tools for exhibitors by supplying both the manufacturers and exhibitors with necessary information and material.



"Aida," said to be the only toe-dancing ballerina doll, made an effective window tie-up in Gimbel's department store in New York City for IFE's "Aida," first film sponsored by famed impresario Sol Hurok, currently at Little Carnegie.

## U-I's "Paris" Gets Decca Record Tieup

NEW YORK—Universal-International and Decca Records are joining promotional forces again for the promotion of the sound track album of "So This Is Paris," the music from the U-I Technicolor film production, it was announced last week.

The pattern of the promotional campaign is expected to follow that of "The Glenn Miller Story," one of the most successful albums in Decca's history and the biggest grossing film in the history of U-I.

Special window streamers, counter cards, color stills and theatre displays are being prepared and a special advertising campaign and a national promotional launching of the album are being planned. The picture will be screened for record dealers in key cities and important disc jockey promotions are being set.

The album will have eight of the picture's songs sung by Curtis, Miss DeHaven, Nelson, and Gilbert. The album features the Universal-International Orchestra and Chorus under the direction of Joseph Gershenson.

In addition, Miss DeHaven has recorded the title song from the picture and the song "The Two Of Us" for Decca, with the record being issued separately but being tied in with the promotional campaign on the sound track album.

## Cab Cards Boost "Desiree"

NEW YORK—The entire fleet of the Terminal Taxi Cab Corporation, numbering over 600 cars, are carrying special stickers announcing the Command Performance engagement of 20th-Fox's "Desiree" at the Roxy.

The two-color cards, which tie in the film's March of Dimes benefit opening, will continue in view through the showcase engagement.

Drivers also are recommending "Desiree" to their many customers, adding up to a large word-of-mouth campaign.



## NEWS OF THE

## Territory

## BRANCHES

## Atlanta

The regular monthly meeting of WOMPI was held at the home of Berry Rary. . . . The old love bug is again on the Row. This time it is George Cothran, booker, Allied Artists Southern Exchanges, and Miss Patrica Akins, Decatur, Ga.

Martin and Thompson Theatres announced the closing of the 7 Drive-In, Fort Valley, Ga.

The Marrh, North Augusta, Ga., closed.

The Georgia Theatre Owners and Operators will sponsor a float in the inaugural parade for Governor Marvin Griffin.

Theatre boxoffice receipts in Alabama during July showed an increase of 17 per cent in comparison with June, 1954.

The Elks, under lease to the Lyric Amusement Company, Huntsville, Ala., Nashville, Tenn., has been converted into office space.

Joseph R. Sirugo said that his Islander Drive-In, Key West, Fla., is being equipped for CinemaScope.

Bill Humphries, Warners' office manager in Jacksonville, has been transferred here as sales representative in Alabama. . . . Henry Goldberg, former Paramount auditor, has been appointed office manager in Jacksonville for Warners.

Branch manager Eddie Brauer, Republic, added to his sales force Jim Bolus. . . . J. W. Fletcher is the new owner, Lakewood, Augusta, Ga., from former owner Jake Bogo.

J. C. Cartledge, manager, Grand, Captiol, and Ritz, Macon, Ga., has been transferred to Augusta, Ga., as city manager, Georgia Theatres, and Herman Hatton, formerly with the company and later with WMAZ-TV, has returned to Macon as city manager.

Ted Toddy, president, Toddy, appointed Tommy Simpson as booker.

Ralph B. Mann, manager, McLendon Theatre Circuit's Monroe and the Hub Drive-In, Monroeville, Ala., has been appointed manager, Frisco, Frisco, Ala.

Owner P. E. Shave, Rose, Forsyth, Ga., installed CinemaScope. . . . J. P. Lindsley, a long time employee, Martin Theatres, has been appointed manager, Martin, Florida, Ala. Lindsley comes from Milledgeville, Ga.

Mark J. Emdem and associates have taken a long term lease on a 12-and-a-half acre site on 34th street between

39th and 40th Avenues in St. Petersburg, Fla., zoned for the drive-in.

## Charlotte

The writer has made two trips of about 500 miles each in the area visited by Hurricane Hazel. He has seen drive-in after drive-in wrecked and leveled to the ground. In all his travels and contacts, he has not heard of a single exhibitor complaining. They are going about the rebuilding in the most individual way. Ninety-five per cent are now rebuilding.

The Variety Club reelected the entire board to serve in 1955. John H. Vickers was renamed chief barker; R. M. Simril, property master; H. F. Kinsey, second assistant; and J. Francis White, dough guy.

Republic promoted head shipper L. A. Ireland to booker to replace Mitch Little, who resigned to go with Buena Vista.

Halmark's national sales manager, Matt Freed, was in conferring with Joe Bishop, branch manager, Kay, to discuss the marketing of "Karamoja."

A. P. Hinnant, owner, Kinston Drive-In, Kinston, N. C., is going to close this situation for general rebuilding. It will be a new drive-in throughout.

Kroger Babb was in with Harry Katz from Atlanta, visiting Kay, Joe Bishop, branch manager.

Rebuilding is going on at the Brightleaf Drive-In, Kinston, N. C. Hazel took 40 feet off the wide-screen. When completed, the rebuilding of this screen will be 96 feet and eight inches wide.

The Nu Port Drive-In, Kinston, N. C., finished rebuilding the wide-screen. Hazel also wrecked this one, too.

C. A. Broadway, Broadway Drive-In, Kinston, N. C., said Hazel was very good to him so far as his drive-in was concerned. It did little damage, but it did plenty to his many tobacco barns which were scattered over his 400 acre farm. He also said he lost hundreds of fine trees throughout the farm. Broadway says he likes the business, but his farming comes first.

Mrs. Gary Hollis, owner, Roxie, Bessemer City, N. C., is going to remodel. . . . The Viking Drive-In, Denmark, S. C., is closing for the winter. It is owned by Frank Lundy.

A. T. Livingston, Auto Drive-In, Greenwood, S. C., is closing for a complete remodeling job.

Shep Brinkley, Plymouth Drive-In, Plymouth, N. C., is rebuilding. He was also wrecked by Hazel.

Kay is going to distribute the serial, "Flash Gordon Conquers The Universe."

Exhibitors visiting were F. B. Grigg, Diane 29 Drive-In, Gastonia, N. C.; Mack Daniels, Dallas, Dallas, N. C.; Joe Accardi, Skyline Drive-In, Morganton,

# 45th TRI-STATES THEATRE OWNERS Convention

## Arkansas - Tennessee Mississippi

Mon. - Tues. - Wed.

December 6-7-8

GAYOSO HOTEL

Memphis, Tennessee

Following the great TOA Convention in Chicago, we, the exhibitors, must follow thru on the dynamic course set for us.

## HEAR . . .

E. D. MARTIN, Pres., TOA. His personal report on policies and actions for the coming year.

## HEAR . . .

GEORGE GAUGHAN, Field Rep., TOA. "The Pride of Tennessee," will give us an accurate account and explanation of decisions reached at Chicago.

## HEAR . . .

About the new forceful TOA answer to the product shortage—Financing Independent Production by—YOU—the EXHIBITOR.

## Open Discussions On:

WIDE SCREENS FOR DRIVE-INS  
CONCESSIONS—HOW TO PROMOTE AND SELL YOUR MERCHANDISE  
FILM PROBLEMS — PRINT SHORTAGES

## Entertainment

HOLLYWOOD STARS WILL BE THERE. COCKTAIL PARTIES—DANCES—STYLE SHOW FOR THE LADIES.

Don't Forget! Make Your Reservations Early for the Choicest Rooms.

## RESERVATION COST:

Men . . . . . \$12.50  
Ladies . . . . . 7.50

ALL BUSINESS AND PROBLEMS DISCUSSED WILL APPLY TO ALL SITUATIONS REGARDLESS OF SIZE.

This space contributed by  
MOTION PICTURE EXHIBITOR



N. C.; Willie Dickens, Nash, Nashville, N. C.; W. H. Patrick, Rock Hill Drive-In, Rock Hill, S. C.; Ray Faw, West 49 Drive-In, Asheboro, N. C.; Howard Anderson, Anderson Theatres, Mullins, S. C.; Tom Britt, Starlite Drive-In, Lauril Hill, N. C.; Jim Height, Midway, Lancaster, S. C.; Mr. and Mrs. H. V. Hammond, Lake View, Lake View, S. C.; Harry Wissenger, Carolina, Lexington, S. C.; Mr. Rumley, Fox Drive-In, Spartanburg, S. C.; J. K. Whitley, State, Kannapolis, N. C.; Gilbert Faw, Albemarle Drive-In, Albemarle, N. C.; Mr. Foster, Foster's Drive-In, Kewshaw, S. C.; Lewis Whitley, Rock-Ham Drive-In, Rockingham, N. C.; J. W. Edwards, Aberdeen, Aberdeen, N. C.; George Whitley, Laur-Max Drive-In, Laurinburg, N. C.; S. L. Pinkston, 601 Drive-In, Salisbury, N. C.; Virgil Freeman, Newland, Newland, N. C.; and J. W. McMillan, Latta, Latta, S. C.

## Jacksonville

Callers on Film Row were Marshall Fling, Southside and Main Street Drive-Ins; Norris McCollum, Matanzas, St. Augustine, Fla.; French Harvey, Daytona, Daytona Beach, Fla.; Eugene Saccomano, Fargo, Fargo, Ga.; L. R. Woodward, Roxy, Greenville, and Woodward, Madison, Fla.; J. R. Millirons, Florida, Daytona Beach, Fla.; Bob Daugherty, Carl Floyd Circuit, Haines City, Fla.; H. A. Dale, Lake Butler, Bunnell, and Palatka, Fla.; and Paul Woods, Jones, Graceville, Fla.

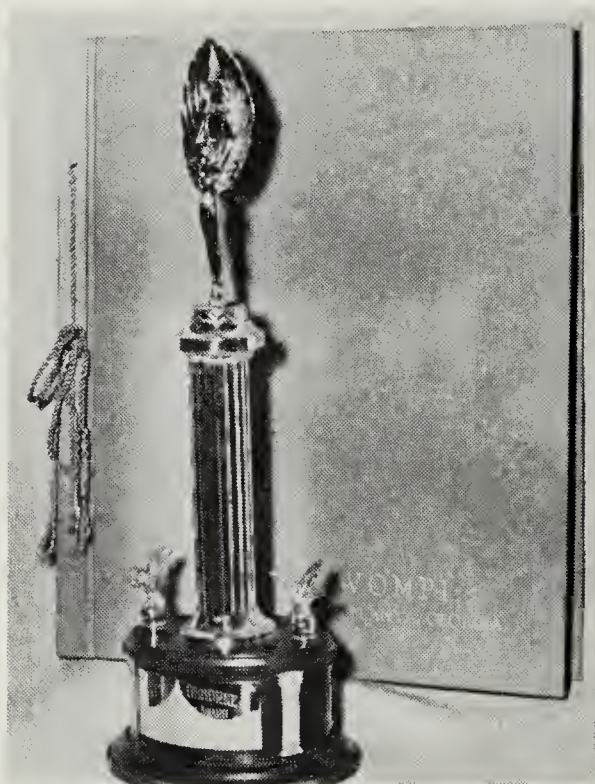
Two members of the Florida State Theatres secretarial staff were resigning to move to other cities. Rosalie Sturge left for Shelby, N. C., and Helen Schnabl went to New Orleans to work with Paramount-Gulf. . . . E. V. Richards, Paramount-Gulf, was here from New Orleans. . . . Ollie Williamson, Warner district manager, left for New Orleans after a visit. . . . Byron Adams, UA district manager, came in from Atlanta.

George Murphy, Hollywood star and spokesman for the industry, was to fill two speaking engagements here on Nov. 22. He was scheduled to address the combined civic clubs of the city at a luncheon sponsored by the Motion Picture Council. Murphy was also invited to speak at the annual convention of the Motion Picture Exhibitors of Florida.

FST home office workers gave a surprise birthday party honoring Miss Flo Korch, President Leon D. Netter's secretary. They also presented Howard Pettengill, advertising and publicity manager, with a going-away gift when he moved his headquarters to Miami, Florida.

Ed Chumley, Paramount branch manager, and Harvey Garland, FST booking executive, journeyed to Key West, Fla., as fishermen. . . . Tom Gerard, FST booker, toured the St. Petersburg-Fla., area.

Leaders of the state's multi-million-dollar theatrical industry, representing some 500 indoor and drive-in theatres, were to have gathered at the Roosevelt Hotel on Nov. 21-23 for the sixth annual convention of the Motion Picture Exhibi-



The above trophy was presented to the Atlanta Club of Women of the Motion Picture Industry at the recent first annual convention in Dallas for the best scrapbook. Credit for its compilation goes to chairman Grace Wooley, Columbia; Frankie English, Paramount; Marie Pinkston, Republic; Claude Barnett and Frank Vinson, Fox; and V. G. Hopkins, Republic.

tors of Florida. President Horace Denning said that the advance registrations indicated that the group's annual convention would draw the largest crowd in the six-year history of the organization.

## Memphis

R. V. Graber, Allied Artists auditor, has just completed an audit of the exchange and has gone to the New Orleans exchange. . . . Alton Sims, general chairman, Tri-State Theatre Owners annual convention at Hotel Gayoso on Dec. 6-7-8, is expecting a very large attendance. . . . Visitors on the Row were Ben Jackson, Mo-Jac Drive-In, Indianola, Miss.; Ned Greene, Legion, Mayfield, Ky.; Gordon Hutchins, State, Corning, Ark.; Mr. and Mrs. Henley Smith, Imperial, Pocahontas, Ark.; Steve Stein, Met, Jackson, Tenn.; Zell Jaynes, Maxie, Trumann, Ark.; T. E. Lloyd, 8 Drive-In, Houston, Miss.; Mart Monger, Mart, Calhoun City, Miss.; and Jesse Moore, Ritz, Crenshaw, Miss.

Roy Dillard, Dillard, Wardell, Mo., reports Mrs. Dillard is improving satisfactorily after her recent operation. . . . Nettie Gatewood, former Columbia inspectress, was on the Row with her two-month-old boy. . . . Members of the WOMPI bowling team, Corinne Walsh, Ruth Collins, Shirley Kilmore, Genevieve Monks, and Warners Helen Van Vulpen pleasantly surprised WOMPI president Frances Blankenship, who is also a member of the bowling team, with a huge cake presented at Anderton's, honoring her third wedding anniversary.

A move to ban the Jane Russell movie, "The French Line," at Blytheville, Ark., was unsuccessful, but the attempt resulted in the reorganization of the city's long forgotten censorship board. . . . Officers are on the lookout

for youngsters who entered the Frayser Drive-In through a 12 by 20 inch projection window and ignored one dollar in change and a safe, but took 729 bars of candy. . . . John Coll, president, Memphis Ski Club, and head shipper at Paramount, intends to keep right on skiing this winter, as he has ordered a Neoprene skin-diving suit.

The Ladies of the Variety Club entertained at a luncheon at the Variety Club in the Gayoso. Guests were greeted by Mrs. Abner Lebovitz, who presided. Hostesses for the day were Mrs. E. C. Frase, Jr., Mrs. George Williams, Mrs. William Shapiro, Mrs. Charles Sumner, Mrs. J. Conder, and Mrs. Arthur Groom.

## New Orleans

At the November meeting of the board of Gulf States Allied held at the New Orleans Hotel, problems relating to bidding situations were discussed and committees set up to eliminate these hardship situations. The sentiment of the board was to make an all out drive to eliminate situations where bidding still exists. President Abe Berenson, who left for New York to attend the COMPO meeting, was instructed to favor another "Movietime, U. S. A." project, provided that the industry can get the proper cooperation from Hollywood, by sending enough marquee names to justify a campaign. Present at the meeting were Berenson, F. G. Prat, Jr., E. R. and Robert Sellers, Milton Guidry, William Sendy, William Butterfield, Bob deGrauw, Frank Ruffino, J. A. Parker, and Teddy Solomon.

Television has invaded Film Row with WJMR-TV's new studio building adjacent to the RKO exchange and directly opposite from NSS. The structure with more than 12,000 feet of floor space has been acquired for the Supreme Broadcasting Company, owners of WJMR-TV, WJMR radio, and WJMR-FM.

Percy Guitreau and Irving Zeller's Gonzales Drive-In, Gonzales, La., has been equipped for CinemaScope by R. L. Johnson, Johnson Theatre Service. Indoor theatres also equipped by Johnson are Alec Rosenthal's Silver City, Alexandria, La.; Frank Glick's Morton and Utica, Miss., theatres; and Lou Langlois, Alamo, St. Francisville, La.

George B. Elam, Lion Drive-In and Princess, Winnsboro, La., was a visitor at Dixie Theatres headquarters, followed by a visit with Theatres Service staff.

Mississippians in buying and booking were M. E. "Max" Connett, Newton; A. L. Royal and Hank Jackson, Royal Theatres, Meridian; Elmer A. Canfield, Purvis; Mrs. H. A. Everett, 49 Drive-In and Magee, Magee; Spike Rickett, Lobe, Long Beach; E. Jenner, Laurel; T. V. Garraway, Plaza and Ritz Drive-In, Prentiss; Curtis Matherne, booker for Meyer's Theatres, Biloxi; and Teddy Solomon and Lonnie Davis, McComb.

Frank Smith, Grand, Grand Isle, La., and the Alton Unit Air Conditioning man, was in, as was Tony Marullo, Rendezvous, Grand Isle; John Harvey,



Nabor, Oberlin, La.; Alex Rosenthal, Joy and Silver City, Alexandria, La.; Nick Lamantia, Ritz, Bogalusa, La.; Ernest Drake, Ideal, Ponchatoula, La.; and R. A. Sellers, Lafayette, La., manager, Twin Drive-In.

Gloria Gonsulin, Joy cashier, has taken a few weeks leave to attend to her sick mother. . . . Robert Molzon, Royal, Norco, La., is back home after a month's visit in New York and New Haven. . . . Alabamans here on a buying and booking trek were R. E. "Ed" Hook, Hooks Theatres, Aliceville, and W. E. Limmroth, Giddens and Rester Theatres, Mobile.

Director of women's affairs for New Orleans Civil Defense is Mrs. Rodney Touns, wife of Loew's State manager, appointed by Mayor "Chep" Morrison. . . . Two hooded bandits, armed with pistols and a sawed-off shot gun, staged a daring holdup at the Laurel Drive-In, Laurel, Miss., escaping with a cash box containing \$200 and the wallet of E. Jenner, owner, which contained \$30.

Daryl George, general manager, Don George, Inc., theatres, Shreveport, La., advised that all of its theatres, with the exception of the Venus, Shreveport, have been equipped for CinemaScope.

Circuit heads here to buy, book and for screening were Al Morgan, Fred T. McLendon's Theatres, Union Springs, Ala.; Teddy Solomon, N. Solomon Theatres, McComb, Miss.; and John Luster, W. W. Page Amusement Company, Robeline, La.

Tom Barrow and Neal Robinson, Robinson-Barrow Theatres, Crestview, Fla., were here accompanied by Larry L'Albe. . . . Mississippians seen around were William Butterfield, Lake Drive-In, Pascagoula, and Ed Jenner, Laurel. . . . L. C. Montgomery, president, Delta Theatres, was in Chicago.

The Reverend Father Edward F. Murphy, Rabbi Leo Bergman, and the Reverend Sherwood Clayton have been selected as the three chaplains for Tent 45, Variety Club, as reported by Ernest A. MacKenna.

Mr. and Mrs. Robert Lippert, Sr.'s, visit was postponed. . . . Thanks Floyd P. Murphy, Alexandria, La., for the renewal to MOTION PICTURE EXHIBITOR.

John Bracamontes, who, with the Missus, has taken over the operation of the Roxy, really has his hands full.

Mike Lion rejoined the industry as manager, Tudor and Globe, replacing Larry Dufour, who is back with Lippert.

Get well wishes go to Al Randall, Woodville, Miss., and Harold "Babe" Cohen. . . . Thanks, Yvonne Montblanc, Kenner Cinema, Inc., for the subscription to MOTION PICTURE EXHIBITOR.

E. A. Pittman, Ritz, Hammond, La., was in buying and booking as were Teddy Solomon, McComb, Miss.; George L. French, Mendenhall, Miss.; and E. R. Sellers, Opelousas, La.

## New Variety Chapter Meets

NEW ORLEANS — The first general business meeting of Variety Club of New Orleans, Tent 45, was held at Arnaud's Restaurant, with 90 barkers present and the three honor members, Reverend Father Murphy, Rabbi Leo Bergman, and Reverend Sherwood Clayton.

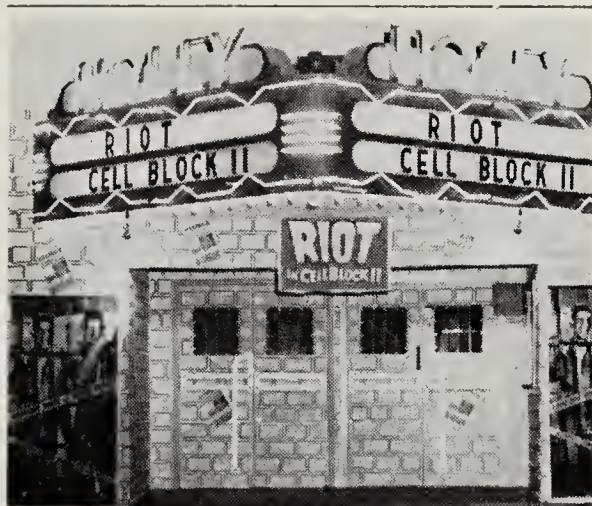
Chief Barker and chairman Page M. Baker presided and opened the meeting with a welcome address. He explained the aims, purpose, and ideals of Variety. The main purpose, he said was to help those less fortunate than ourselves, especially handicapped children. The local creed that could be adopted, as he personally perceives it, is "Do good unto others, and have fun while doing it."

Baker then outlined the history behind the development and growth of Variety Club of New Orleans from the time the first spark was kindled 15 years ago, through the tireless efforts of 25 men keeping the idea alive, up to June 1 when a meeting was called mainly for the purpose of deciding whether or not to abandon the hopes of Variety formation in New Orleans. With the determination and resolution of all present at this June meeting, and with the assistance and advice of international representatives William McCraw and Jack Dumestre, the long desired Variety Club was finally and definitely started.

The temporary board selected at the June meeting includes Page M. Baker, Joel Bluestone, J. L. Boyer, D. M. Brandon, William Briant, Harold Cohen,

Ike Katz was in from Atlanta to confer with Matt Freed, Hallmark, in to set "Karamoja" and "Half-Way To Hell," which Kay has taken over for distribution.

Billy Fox, Johnson, improved the Fox Drive-In, Alexandria, La., to the tune of \$30,000.



Leon Rountree, Holly, Holly Springs, Miss., is a live-wire exhibitor who does not let his boxoffice lag. He recently ran Allied Artists' "Riot In Cell Block II" and erected a complete false front as shown. To make everything as authentic as possible, local police rode around the square at nine o'clock each night with sirens blowing and pulled up in front of the theatre grabbing two "convicts" who were in front passing out heralds and hauled them off to the pokey with another blast of siren blowing.

William Holiday, Carl Mabry, Ernest MacKenna, L. C. Montgomery, and Henry Plitt, and the officers, Baker, chief barker; Cohen, assistant chief barker; Briant, second assistant chief barker; Brandon, property master; and Plitt, dough guy, were unanimously re-elected to serve during the 1955 period. Others who have done untiring work in different endeavors given assignments are Don Stafford, Jimmie Howell, Arthur Schwartz, William Cobb, Eldon Briwa, and Teddy Solomon.

Holiday, in the absence of Cohen, gave a report on the heart committee. The letter authored by Cohen announced that a charity for temporary purposes only had been selected and was one of showing movies to as many shut-ins as possible, regardless of race, creed, or color. It has proven a most beneficial charity endeavor along with a permanent charity which is under consideration, with the guidance of doctors, welfare workers and, particularly, chaplains.

Briwa, chairman of the membership committee, announced that the club presently consists of 159 regular members, one associate member, Eugene Lillis, Sr., and the three honorary members who are club chaplains, with the expectation that the membership will more than double as soon as a general membership drive will get underway.

Briant, chairman, house and rules committee, announced that temporary quarters have been set up at Room 401 in the Warwick Apartment Building, until permanent quarters suitable for all can be procured.

The two delegates elected to the international winter quarters are Baker and Mabry. Alternate delegates also unanimously elected are William Cobb and Milton Guidry.

Thanks, Mrs. Leona Schmitt, member of WOMPI, joining the large family of MOTION PICTURE EXHIBITOR readers. . . . The Grand, Stonewall, Miss., is now operating on Fridays and Saturdays only, advised coowner M. A. "Max" Connett, however, the Ritz, Enterprise, Miss., a few miles up the country road, will continue to operate on a full week schedule. Interested with Connett is Cleo Boutwell.

The Palace, New Iberia, La., will close on Dec. 5. . . . Mrs. A. M. Randall notified Transway, Inc., that because of the illness of her husband they have suspended all operations at the Fern, Centerville, Miss., until further notice.

The Delta, Opelousas, La., a Southern Amusement theatre, is closed temporarily. . . . C. M. Waterall, operator of theatres in Alabama, closed the Bolinger, Bolinger, Ala. He recently opened a 300-car drive-in at Grove Hill, Ala., which he christened the Area.

Mrs. Emma Rater Grady asked Transway to suspend service after Nov. 29 for the 82 Drive-In, Stamps, Ark., for the winter.

Those smiling faces at Southeastern are the answer to an announcement by RCA at the TESMA annual convention and trade show in Chicago that the



New Orleans group won first prize in the country's equipment sales drive in a 45-day period. William H. Murphy, Jr., manager, and Raymond Gremillion, sales and service, with President Jack Dumestre, Atlanta, and 12 other Southeastern representatives were on hand to receive the glad tidings. Don Wilmoth and Donald Schulingkamp are the other two members of the local staff while Ruth Toubman handles the secretarial and accountant's work.

Urban and suburban exhibitors making the rounds were William Shiell, Marrero Drive-In; Lyle Shiell, S. E. Mortimore and Frank Olah, Skyvue Drive-In; Frank Ruffino, Gaiety; J. A. Parker, Gordon, Westwego, La.; Paul Brunet, Dixie; Ernest Landaiche, operator, Biloxi theatres; Karl Williams, manager, Pitt; the three musketeers, Sendy, Ansardi, and Gulino; B. J. Kayhan, Gretna Greens Drive-In; and Rene Brunet, Imperial.

C. R. Graves shuttered the Puckett, Puckett, Miss. . . . M. A. Connett closed the Ritz Drive-In, Forest, Miss., slated to reopen in early spring.

The Pitt has finally opened for keeps after three years of court wrangles. Karl Williams again is in the driver's seat. . . . Baton Rouge, La., exhibitors in buying and booking were Joseph Barcelona, Regina and Tivoli, and Charles Bazelle, Gordon and Ogden.

WOMPI news from the desk of Mrs. Claire Tremoral, chairman, public relations, told that Verdun R. Daste, educational director, city housing improvement and slum prevention department, was the guest speaker at the November luncheon. He spoke on how the Women Of The Motion Picture Industry may assist in the program now in full swing. Among the guests in attendance were Lora Chaney, a member of the Dallas WOMPI board and a former lieutenant in the Waves, who is in for a hitch in the Naval Reserve; Audrey Kent, first president, Executive Secretary Club of New Orleans, a guest of Augusta Woolverton, manager C. J. Briant's secretary at MGM; Carol de Laneville and Alice Martinez, members of UA personnel; and Margaret Gabosh, Evelyn Toucet, Joycelyn Le Roy, Mary Ansarillo, and Aline O'Keefe, Columbia.

"Preacher" Crossley, Ritz and Royal, and Robert De Gruuy, Arabian and Strand, Laurel, Miss., ankled to the Row after visiting with their buyer, Page Baker, and booker Andy Bevelo, Theatres Service Company.

The Joy, Clinton, La., and the Rex, Jackson, La., both owned and operated by Cecil Howard family, are undergoing vast remodeling. At the Joy, the old stage is being removed and the entire space reconstructed for a wall to wall screen, and at the Rex, the stage is being remodeled for the installation of a wide-screen and a new projection booth is being constructed. R. L. Johnson, Johnson Theatres Supply, handled the sale of overall Ballantyne CinemaScope equipment and is presently working on the installations.



A recent hurricane did the above damage to the No. 41 Drive-In, Fairmont, N. C. The screen and all of the fence were wrecked. Some of the fence was blown a half-mile from the site.

The Supreme Court of Jackson, Miss., has ruled that the Ritz, Natchez, Miss., was illegally enjoined from showing the film "The Moon Is Blue." Owners of the theatre are Mr. and Mrs. Irvin Oberlin. . . . Back in swing again after a siege of the flu is F. H. Hein, Steven's manager. Also in the pink again after a touch of virus is Harold "Babe" Cohen, Lippert.

Adolph McKewin, associated with M. S. Slaughter in the Trio, Zachary, La., visited with their buyer and booker, Russell Callen of Associated. . . . UA screened "The Snow Creature," "Twist Of Fate," and "Romeo and Juliet." . . . Floyd Murphy, former theatre owner now in the screen advertising business, visited.

Joy Houck, head, Joy's Theatres, and co-head, Howco Productions, is in Hollywood checking on the production, "Kentucky Rifles." . . . Dallas S. Woods has closed the Cave Tangi Drive-In, Ponchatoula, Miss., for the winter.

## Florida Miami

The Palms, West Palm Beach, Fla., installed CinemaScope equipment and announced a lower price scale. . . . With the closing of the Olympia, "Red" Johnson, formerly assistant, became assistant, Sheridan, Miami Beach, Fla. Olympia manager James Barnett is busy handling the closing details. . . . Leonard Allen, Paramount, Atlanta, was in to



Manager Ralph Puckhaber, Florida, Miami, Fla., is shown recently with members of the Daughters of Scotia, who were guests of the theatre for MGM's "Brigadoon," lending Scottish flavor to the run of the film.

work with the FST publicity office on "White Christmas."

Miamians attending the Motion Picture Exhibitors of Florida convention included Jack Fink, Park, Tampa, Fla.; Curtis Miller, Claughton Circuit; and Mark Chartrand, Wometco Circuit. . . . Jo Ann Mulvey is new in the Wometco offices. . . . Taking late vacations were Dale Toemmes, secretary to Mitchell Wolfson, Wometco coowner, and Ethyl Gubernick, personnel secretary, Wometco. . . . The 20th Century Drive-In, Tampa, Fla., offered free admission for "Sands of Iwo Jima" to marine veterans. . . . Patrons of the Miracle, Coral Gables, Fla., breathed a sigh of relief when they found that the blue cards on their windshields were not parking tickets but merely publicity for "Carmen Jones."

Wometco Theatres utilized tear sheets from Life magazine's feature on "Carmen Jones" to make one-sheet A-boards for outer lobby advance ballyhoo. . . . The Miami was the scene of a free 15-minute film on cancer for women only at an early morning presentation. . . . Don Tilzer, Claughton publicist, was able to obtain a plug for "Africa Adventure" right in Robert Ruark's daily The Miami Herald column. Also for this picture, TWA furnished Tilzer with model airplanes to be given to children attending and also paid for an ad plugging the Embassy showing right above the regular TWA ad. . . . The Embassy has been equipped with CinemaScope. . . . The Trail is due to open with CinemaScope. . . . For "Reap The Wild Wind," Royal, Trail, and Variety, Miami Beach, Fla., Don Tilzer obtained a display in the lobbies of the Diving Corporation of America of diving equipment, as well as credit in the windows of the Diving Corporation stores. Tilzer has been enjoying the cooperation of the Miami Public Library in securing displays in connection with films which were taken from books, etc.

The Claughton Circuit sick list included Barbara Penley, secretary to Mrs. Lillian Claughton. . . . For "Beau Brummell" Florida State Theatres sent out formal announcements of the showings, stressing that this was the film selected by H. M. Queen Elizabeth for the Royal Command Performance. Announcements were sent to membership lists of various Anglo-American organizations. . . . On "Brigadoon," Ralph Puckhaber, manager, Florida, had members of the Daughters of Scotia, Scottish organization, as guests on the opening night, dressed in Scottish plaid. . . . Florida State Theatres had a tieup with a photograph studio offering a free photograph to be entered in a "Beau (or Belle) Brummell" contest.

## North Carolina Burlington

W. R. Williams, who has had four years of experience at Durham, N. C., where he was born, and Raleigh, N. C., has been named new manager, East 30 Drive-In, succeeding Jack White.

## Dunn

The Star-Vue Drive-In is now open.



## NEWS OF THE

## Territory

## BRANCHES

## Cincinnati

Away on business were Philip Fox, Columbia branch manager, and Richard L. Rosenfeld, president, Standard Concessions, Inc., to Chicago, and James S. Abrose, Warners branch manager, to Pittsburgh. . . . In town were T. O. McCleaster, 20th-Fox division manager, and Joe Goldberg, Louisville, Ky., Realart and Lippert salesman in Kentucky and West Virginia.

Officials of the Chakeres Circuit, Springfield, O., who attended the TOA convention in Chicago were Phil Chakeres, president; Frank Collins, general manager; Ray Friz; and Mike Chakeres. Other Chakeres activities were successful car give-aways at the State, Washington, O., and the Colony, Hillsboro, O. . . . CinemaScope equipment has been installed in the Trail, Moorehead, Ky., opening with "The Robe." All Chakeres houses featured cartoon films for the small fry on Veterans Day. . . . Ohio houses of the circuit conducted their annual pre-Thanksgiving promotion.

Jay Goldberg, Realart and Lippert, helped celebrate the second birthday of his daughter, Debra Lee. . . . Donald Duff, R and L booker, was pheasant hunting near Greenfield, O., the first week of the open season.

Mrs. Robert E. Murphy, 250,000th person to see "This Is Cinerama" at the Capitol, was gifted with two pieces of luggage and tickets for repeat viewing of the film.

Exhibitors in were Carl Pfister, Troy, O.; Fred Krimm, Roy Wells, Allan Warth, and Lou Wetzel, Dayton, O.; Ray Friz, Springfield, O.; Harry Wheeler, Gallipolis, O.; Hank Davidson, Lynchburg, O.; Jean Turner, Seaman, O.; Jack Needham, Columbus, O.; Harley E. Bennett, Circleville, O.; Mrs. Julia Simon, Charleston, W. Va.; Mrs. T. M. Thomas, Parkersburg, W. Va.; A. M. Miles, Eminence, Ky.; and R. R. McClanahan, Irwin, Ky.

Newlyweds are Patricia Burlinger, Paramount contract department clerk, to John Knatke, and Ruth Henry, U-I general clerk, to John Listerman.

Jack Kirschbaum, Paramount booker, is the proud father of a baby boy, Mark. . . . Helen Cerin, secretary to Frank Schrieber, U-I branch manager, is convalescing from surgery. . . . Wilbur Hetherington, UA booker, was vacationing.

C. S. Babalis, Dayton, O., exhibitor, attended the Purdue-Ohio State football game at Lafayette, Ind. . . . Max Milbauer, owner, Belmont Drive-In, Dayton, O., is driving a new Cadillac. . . . E. E.



Paul Douglas, star, U-I's English-made "High and Dry," recently watched Albert Dezel, Coronet; Joseph Rosen, U-I branch manager; and William Flemion, Studio, signing the first-run contract for the showing of the film in Detroit. The film will play both theatres simultaneously.

McClough is reopening the Rupert, W. Va.

## Cleveland

Something new in the entertainment field was introduced in Greater Cleveland with the opening of the Heights Art with an exclusive foreign and art picture policy, the first neighborhood house to offer art pictures on regular policy. Although Edward Shulman took possession of the house on Nov. 1, he accomplished miracles by opening day. Coffee is served before and after each performance. Shulman, lessee and managing director, Heights Art, also operates the Studio, Detroit, and the Bexley, Columbus, O. Mae Rosian, who managed the Guild, Cincinnati, until she moved to Cleveland, is house manager.

"White Christmas," now in its third big week at Loew's Stillman, has been adopted as the holiday decorating theme of the William Taylor department store, one of the largest department stores of Cleveland. The tieup with the department store was made by Ted Barker, Loew's Theatres' publicity director, and his associates.

Jack Silverthorne, manager, Hippodrome, was reelected to serve a second year as chief barker, Variety Club. He will have the assistance of Tom McCleaster, 20th-Fox district manager, first assistant; Dan Rosenthal, United Artists branch manager, second assistant; Nat Barach, National Screen Service branch manager, property master; and Edwin R. Bergman, U-I salesman, assistant. I. J. Schmertz, 20th-Fox branch manager, returns the post of dough guy which he has held many years. Named to the board were Peter Rosian, U-I district manager; Abe Kramer and Marshall Fine, Associated Circuit; Nate Schultz, Allied Artists franchise owner; Henry Greenberger, Community Circuit; Leonard Greenberger, Fairmount; Milton Grant, president, Silk Screen Process Company; Irwin Shenker, Berlo Vending Company; Bill Gordon, WHK; and Will Dougherty, WDOI. Delegates to the national convention in Los Angeles are Jack Silverthorne and Irwin Shenker with Milton Grant and Leonard Greenberger as alternates.

W. Keith Dickenson, product manager, American Seating Company, and Larry Kunz, sales representative, presented the company's new loge chair to leading circuit theatre heads in the Hollenden Hotel.

Nat Barach, National Screen Service branch manager, and his wife became grandparents to a baby girl when his son, Stanley, announced the birth of a daughter named Jane. There is also a grandson in the family named Peter.

Word was received in Cleveland during the week of the death of Fred Schram in Fort Lauderdale, Fla., where he and his wife made their home since his retirement about eight years ago. He was in the late 70's at the time of his death.

Milton Grant, head, Silk Screen Process Company, Cleveland, has been elected international president, Screen Process Printing Association, an organization which he helped organize. . . . Merrill Cowan, owner, Alhambra, celebrated the 179th anniversary of the United States Marines on both stage and screen.

Florida has called two more members of the industry, Joe Robins, Robins Amusement Company, Warren, O., and Abe Schwartz, Lexington, departed for the winter. . . . Bill Biggio, Virginia, Carrollton, O., escaped serious injury when he was involved in an automobile accident that occurred between Steubenville, O., and Carrollton. Although his car was smashed, he sustained only an injury to his nose and bruises.

Leo Gottlieb, who managed Lippert until Bernie Rubin purchased the northern Ohio franchise, is reportedly with Commonwealth TV Company. . . . Mrs. Mollie Hoenig, sister of George Kendis, NSS office manager, died. . . . Lou Ratener, Magic City Drive-In, Barberton, O.; Skyview Drive-In, Norwalk, O.; and Montrose Drive-In, Montrose, O., is shifting his winter vacation direction from the Virgin Islands to California. He'll be back in the spring to supervise installation of CinemaScope equipment in all three ozoners.

## Detroit

The Gale, Galesburg, Mich., was emptied without mishap when fire broke out in the building. An adjoining bowling alley and restaurant were slightly damaged. . . . Projectionist James Anderson, Broadway Capitol, has been there 30 years. . . . Music Hall district manager and ad man Frank Upton and William Green were seen together making purely social rounds of the news outlets. . . . Local 199, IATSE, president Gil Light is doing well with the Spot Lite Bar, where all the projectionists gather. . . . Harry Berns has returned after a long absence to take over in the Jolly Roger Drive-In booth.

The "Flamenco" advertising received an unexpected boost. Jose Greco, appearing with his Spanish dancing group at the Shubert Lafayette, took in the movie at the Cinema and wrote a series of reviews which were posted in other





The world premiere of "The Last Time I Saw Paris" was recently held by MGM at Loew's, Indianapolis, with Van Johnson coming on from the coast to make a personal appearance and help out with the advance publicity. In the usual left to right, top to bottom, order Johnson is seen being welcomed on Weir Cool Airport arrival by representative of Mayor John Barney, handing him the key to the city as other officials look on; a replica of one of those familiar Parisian kiosks and aides attired as French Gendarmes, utilized as outside advertising by the theatre; opening day crowds at the theatre; inner lobby displays at the theatre, showing easel board on a trip to Paris contest resulting in a tie with Scandinavian Airlines and The Indianapolis Star; Johnson dining with the press at a luncheon at the Lincoln Hotel; and Johnson autographing

photos and awarding orchids to the first 100 women attending the opening. Other features of the campaign staged by Morgan Hudgins, coast publicist, and Ernest Emerling, Loew's publicity and advertising head from New York, were the rounding up of many potent window displays; the Hotel Lincoln utilizing its marquee to welcome Johnson in lights; a tieup with the America Sport Car Club, who joined in welcoming ceremonies at the airport, participated in an opening night parade to the theatre, and a departing motorcade back to the airport; Johnson's appearance on "The Cinderella Weekend" of television station, WFBM-TV, where Ed Jordan and Lynn Stevens interviewed him; and a radio appearance, on which he was interviewed by Paula Carr and Jerry Chapman. It was a terrific all-around campaign that paid off in terrific opening business.

theatres of the 17 house Sterling chain. . . . Fifty families, including competition, attended the silver anniversary dinner for manager M. A. Tork, Booth. Julius London, owner, presented Tork with a gold wrist watch.

The Coronet, operated by Albert Dezel, and the Studio, William Flemion, will start first-run presentations on a day-and-date basis Thanksgiving Day. Dezel will handle advertising. . . . Howard Pearl, still in town for United Artists, will lead Rosemarie Bowe around to the paper and radio people plugging "Golden Mistress" which will open at the Broadway Capitol.

Milton London's Midtown was a \$320 loser to gunmen. . . . Paul Field leaves the manager's office of the Alhambra to open a production office. . . . David Korman incorporated the Gem. . . . Larry Leins, former Cinema manager, moved over to the newly reopened Sterling Time art house.

## Indianapolis

MGM held its second Ticket Selling Workshop at Marott Hotel. Mike Simons, in charge of customer relations, was chief speaker and moderator. Emery Austin, exploitation head, discussed the 33 services Howard Dietz's department makes available to theatre owners for the promotion of MGM pictures. John J. Maloney, MGM central sales manager, opened the gathering, the exchange

coming under his supervision. Foster B. Gauker, resident manager; Val Klaiber, Dewey Taute, and O. L. Prescott, salesmen, worked with Maloney and were on hand to personally greet theatre owners and representatives of allied interests from the area. Austin was assisted by E. C. Pearson, press division head, and Jerome Allan, local press representative. Pearson also attended the opening forum in Pittsburgh. Ervin J. Clumb, managing director, Riverside, Milwaukee, representing large theatres; L. J. "Bill" Williams, successful operator of theatres in such small towns as Union, Hermann, and Owensville, Mo.; and Wayne Botkin, retail advertising manager, The Muncie, Ind., Evening Press, made up a showmanship panel. All major circuit heads in the territory were represented. The workshop was an integral part of three days of exhibitor activities in the Indiana capital. The board of directors of Allied Theatre Owners of Indiana met in executive session before the workshop and the general business meeting of the Indiana membership followed. President Roy Kalver and executive chairman Bill Carroll, the latter in charge of the Indianapolis office of the exhibitor organization, are the first such body to request a workshop in conjunction with its annual convention.

## Pittsburgh

Dick Shawn, comedy star, headlined the show for the Variety Club banquet

at the William Penn Hotel. Walt Framer, producer of "Strike It Rich," a native Pittsburgher and a barker of Tent 1, will be presented with a plaque naming him "Mr. Television of the Year."

Ross Atcheson, Lincoln, Rimersburg, Pa., has arranged with the Lions' Club to give all the kiddies in town a free Christmas show. Santa will appear in person to distribute toys and candy. . . . Mrs. J. B. Christy, Tidioute, Tidioute, Pa., is now in the pet business, besides operating her theatre. . . . John Rigas, Coudersport, Coudersport, Pa., has arranged for a series of hillbilly acts to help business. . . . George McFadden, Rialto, Renovo, Pa., went turkey hunting but will have to buy his Thanksgiving bird, as turkeys in the woods were scarce.

Newt Fredricks, Garden, Lockhaven, Pa., has had a very successful season racing his horses at Hamburg and Yonkers raceway. . . . Ice blocks, two models, and an animated sign were the ingredients for a "Hell Below Zero" display at the Temple, Kane, Pa.

Bob Gordon, new proprietor, Shepp, Smithton, Pa., which has just reopened, has changed the name to the Linda. The property has been modernized. . . . The Capitol, Wheeling, W. Va., now permits theatre patrons free parking at the Capitol garage. . . . Paul Rieth, RKO office manager, is vacationing.





Ira Mickey, manager, Penn, New Castle, Pa., with the help of his assistants, Dorothy Hill and Fern Todd, recently utilized a little ingenuity and about three hours work and at a cost of not over \$5 created the above effective lobby display for a midnight horror show on U-I's re-issue, "The Scarlet Claw." The rough box coffin was obtained through a local mortician, while the mannequin was secured through a local dress shop.

The Beacon, Squirrel Hill, Pa., which has been closed, is expected to reopen shortly, after being completely modernized, with an art policy. . . . The New, Cresson, Pa., has been sold to owners of the opposition Rivoli and will be converted to a store room.

Marsha Gail Milberg, daughter of salesman Sam Milberg, RKO, was married to Dr. Kamal Sheena. Film Row was well represented by RKO branch manager Dave Silverman and wife; Hymie Wheeler, Screen Guild; Maury Weiss, Allied Artists; and out-of-town guest Earle Sweigert, Philadelphia.

Saul Perlman and Charles Dortic will represent the Pittsburgh lodge at the Colosseum convention in Chicago. . . . The Parker, Parker, Pa., staged a kiddies matinee and gave away pencils, popcorn, gum, and toys.

Larry Siedelman is the new branch manager of Republic, replacing Ike Sweeney, who has resigned due to poor health. . . . State exhibitors seen were John Nagy, Liberty, Rural Valley; Austine Interrante, Rowland, Phillipsburg; Herman Stahl, Drake, Oil City;



Frank Manente, manager, Loew's Stillman, Cleveland, was recently congratulated by Santa Claus on a pre-season visit, on having booked Paramount's "White Christmas." Santa, in turn, was hired by Manente to tour Cleveland newspaper offices with pertinent information on the film and generally whoop it up in the area for the first production in VistaVision.

John Troy, Parker; Andy Biourdi, Majestic, Ellwood City; Ray Allison, Rivoli, Altoona; Bob Horning, Rivoli, South Fork; and Fred Serrao, Roxy, Ford City.

Nick Notopoulos, State, Bellwood, Pa., is now working for the Mercantile Fire-Extinguisher Company. . . . The recent combining of the Fabian and Notopoulos Theatres in Altoona, Pa., has resulted in Warners and MGM product going into the Olympic for the first time in years.

Associated Drive-In Circuit started three separate anti-trust complaints in Federal Court of the Western District of Pennsylvania seeking judgments totaling \$4,475,000 from producing-distributing companies and theatre circuits. The suits charge discrimination and unreasonable restraint.

Jack Hackter, who covered the West Virginia territory for Columbia and then was transferred to Washington, has just been assigned a sales post in the foreign department.

The Grafton Drive-In, Grafton, W. Va., has left the Lou Hanna buying and booking service. . . . Gus Vaveris, Rivoli, South Fork, Pa., recently returned from a trip to New York City, where he was

honored by the National Society of Ahepas, for being one of the outstanding Greek citizens in the Johnstown, Pa. area.

Floyd Klingensmith, Columbia salesman, is a proud daddy. His second eldest son, Jimmy, in a recent football game, scored the winning touchdown for his school at Natrona Heights, Pa. . . . Ray Allison, Rivoli, Altoona, Pa., is contemplating a trip to his Florida home.

Visitors seen on Film Row were John Nagy, Liberty, Rural Valley, Pa.; Ken Dawson, Victoria, Gallitzen, Pa.; Tony Colose, State, Bellwood, Pa.; Joe Birocco, Garby, Clarion, Pa.; Guy Christy, Palace, Conneautville, Pa.; Guy Collella, Vogue, New Castle, Pa.; and Drew Kolb, Opera House, Milheim, Pa.

Austin Interrante, Rowland, Phillipsburg, Pa., has installed a new policy of 25 cents admission for all high school boys and girls, a saving of 15 cents to the teenager.

## Ohio Columbus

Paul Sokol, 13-year-old son of Robert Sokol, manager, Loew's Broad, was hospitalized with leg and head injuries after he was struck by an automobile.



Monumental achievements have marked each era of mankind. One such achievement within reach of future generations is the conquest of tuberculosis.

This year is the 50th anniversary of the organized fight against TB in our country. In these years the TB death rate has been cut 90%; yet TB strikes every five minutes.

It is within man's power to eradicate tuberculosis—your purchase of Christmas Seals will help to make this possible.

This year put two Christmas Seals on every card, letter, and package.

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Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
...	Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply.....	\$ .60	
...	Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
...	Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
...	Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
...	Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
...	Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
...	Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
...	Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
...	Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
...	Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
	<b>BOXOFFICE STATEMENTS:</b>		
...	Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
...	Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
...	For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
	<b>BOOKKEEPING SYSTEM—Book:</b>		
...	At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
...	Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets.....	.50	
	<b>PAYROLL FORMS:</b>		
...	Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYE EARNINGS RECORD CARDS:</b>		
...	Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards.....	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
...	Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder. Per pad.....	.25	
...	Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50.....	.60	
	<b>SERVICE MANUALS FOR TRAINING:</b>		
...	Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each.....	.10	
TOTAL REMITTANCE to cover this ORDER→			

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Louis and Maury Sher, operators, Bexley Art, are planning to open an art house in Shaker Heights, Cleveland suburb.

C. Harry Schreiber, manager, RKO Palace, arranged with The Ohio State Journal for the selection of the Franklin County High School "Queen of Queens" on the Palace stage.

George Pekras, manager, Ritz and Rivoli, West Side neighborhood houses, announced installation of CinemaScope in both theatres.

Additional speaking dates lined up by Robert Wile, secretary, Independent Theatre Owners of Ohio, include—Nov. 23—Lions Club of Seville and Feb. 1—Lions Club of Beaver. The date for his speech before the Lions Club of West Lafayette has been changed to date of Dec. 22.

The three per cent city amusement taxes have been repealed at Hillsboro, O., and St. Mary's, O. Robert Wile, noting the St. Mary's repeal, said that "We find city councils amenable to many of the arguments we present against this tax. Now is budget time for many cities and now is the time to make a determined effort to kill this tax. If it is omitted from the budget, it is more easily killed. Once it's in the budget, it's a little harder."

Toll television is a great menace to the exhibitor, said Robert Wile, secretary, Independent Theatre Owners of Ohio, in his most recent bulletin to the trade.

In a bulletin issued by the Independent Theatre Owners of Ohio it was said in connection with "A Star Is Born" that "quoted prices are fantastic; but there is another quirk in this one that might be precedent setting. Originally in the first-run houses throughout the state, the picture ran three hours and two minutes. About 27 minutes have been cut from the picture as it will be released to subsequent runs. This sets a dangerous precedent. One of the things that the sub-runs have always been able to say truthfully is that the pictures are shown exactly as they were originally. If the public learns that a picture is cut after it has been shown in first-runs, this will set the stage for other companies to do the same thing and will seriously hurt sub-run business. Regardless of what 'A Star Is Born' is worth in its original form, it is worth nothing to a sub-run theatre after it has been cut. The sub-run would be better off to advertise that it is not showing the picture because it has been cut. The least Warners can do is to offer the picture in both its original or cut versions so that the exhibitor may make his own choice." Other items covered in the bulletin are local taxes; toll TV; and a jibe at Columbia's title "Phfft," of which Bob Wile, ITOO executive secretary comments, "It's going to cause a lot of trouble when it plays theatres. What is the person answering the phone going to say when a patron inquires, "What's playing tonight?"



## NEWS OF THE

## Territory

## Chicago

While Harris Dudelson, midwest sales chief for Buena Vista, was in Michael Reese Hospital, Harry Weiner, who is manager at Minneapolis, was filling in.

Theatreman Leo Salkin and his wife will celebrate their 38th wedding anniversary on Dec. 8. . . . A drive for \$12,000, for the benefit of La Rabida Sanitarium, the Variety Club's main charity, has been started by the woman's board of the institution.

Harry A. Cushman, 52, for over 15 years film representative for Essaness Theatres, passed on.

Jack Kirsch, president, Allied Theatres of Illinois, announced that the organization's 24th anniversary celebration, an annual event, would be held on Dec. 29 at the Chez Paree.

The 11 man crew voted in by members of Tent 26, Variety Club of Illinois, at their annual meeting, elected Jack Kirsch, president, Allied Theatres of Illinois, their chief barker for 1955. Other officers are Nat Nathanson, Allied Artists, first assistant chief barker; Lou Reinheimer, Rose-Bowl, second assistant chief barker; Harry Balaban, H. and E. Balaban Theatres, dough guy; and Jack Rose, Indiana-Illinois Theatres, property master. New crew, elected by the membership, includes Dave Wallerstein, Balaban and Katz Corporation; Lou Goldberg, Paramount; Charles Cooper, Theatre Concessions Company; John Semadales, Ramova; Ralph Smitha, Essaness Theatre Corporation; and Sam Levinsohn, Chicago Used Chair Mart. The meeting was honored by the presence of International Chief Barker George Hoover, who paid a visit to La Rabida Jackson Park Sanitarium. Manny Smerling, Confection Cabinet Corporation, whose term as chief barker expires at the end of 1954, will represent the club as international canvasman. Delegates chosen to the Variety Club convention in 1955, in addition to Kirsch, include Mike Stern, Joseph Stern Theatres, with Irving Mack, Filmack, as first alternate, and Nathanson as second alterate.

## Dallas

At the first board meeting, chosen to head the Dallas Variety Club, Tent 17, during 1955 were Kendall Way, former first assistant chief barker, who will be chief barker, succeeding Albert Reynolds. Others are Charles Darden, first assistant chief barker; Don Douglas, second assistant chief barker; Meyer Rachofsky, dough guy; and Joe S. Caffo, property master.

The Variety Club of Dallas honored Sophie Tucker with a luncheon at the Variety Club. Al Reynolds presided, and Charlie Freeman was speaker for the occasion. C. F. "Pappy" Dolsen thanked

Miss Tucker for her generous contributions toward Boys' Ranch. She was also presented a plaque by R. J. O'Donnell, Interstate. Present was Sophie's accompanist, Ted Shapiro, who was presented a pair of cuff links. . . . Women of the Motion Picture Industry, builders of the One-Hundred Dollar a Month Club, now have their project in full force to build "A Home for the Elders of the Motion Pictures Industry.

Fannie Mae Herring, head biller, Metro, was hospitalized for several days. . . . During her stay in Dallas, Gloria de Haven is scheduled to visit the U-I exchange.

The body of the 10-year-old son of F. R. Jones was pulled from the water and the child was pronounced dead as the result of accidental drowning. Jones is manager in McAlester, Okla., and the nephew of C. D. Jones, Rowley United. Services were held in Palestine, Tex. . . . Mildred Virginia Payne, daughter of R. I. Payne, Frontier Theatres, Inc., was united in marriage with Sawnie Robertson Aldredge, Jr., at the Church of Holy Cross.

## Denver

Seventeen attended the fall meeting of the directors of Allied Rocky Mountains Independent Theatres, held at their Denver headquarters, and after hearing reports from the Allied Milwaukee convention and approving actions taken there, passed one especially aimed at "the matter of film rentals on Columbia's bigger pictures, which in effect, make them unavailable for Rocky Mountain exhibitors." The group also reiterated their approval of the plan of Hal Makelim to make available more features at reasonable rentals.

Bruce Marshall, Columbia salesman, and John Vos, Paramount salesman, are the delegates from here to the Colosseum meeting in Chicago. . . . Robbers broke into the South Drive-In on the final night of operation for the season, but got nothing but work for their pains. However, they left about \$400 damages behind. . . . Four of the local drive-ins have installed heaters and will stay open for the winter. They include the Valley, Wadsworth, Evans, and Lakeshore.

Atlas Theatres will replace the old Unique, Gunnison, Colo., with a deluxe and larger house. The old one seated about 400, but the new one will have a capacity of 600.

George Armstrong has built a 300-car drive-in at Shiprock, N. M., and appropriately enough has named it the Chief, it having been built on Indian land, said to be the first such deal in the country. . . . Marylee King, long with Atlas Theatres, has returned to Film Row and is presently booking for Buena Vista.

## Des Moines

William F. Eddy has been named as the new manager, Empress, Indianola, Iowa, replacing Emerson Winters. . . . Mrs. Paul E. Swason, Maxwell, Iowa, will continue to operate the State and the Comet, Collins, Iowa. Both theatres were closed for a week following the unexpected death of her husband.

Mr. and Mrs. W. A. Johannsen, Wonderland, Paullina, Iowa, will celebrate their golden wedding anniversary by holding an open house. The Johannsens have operated the Wonderland for nearly 30 years. . . . Opal Canty has closed the Nashua, Nashua, Iowa.

## Kansas City

H. B. Doering, owner and operator, Peoples, Garnett, Kans., has been re-elected to the Kansas State Legislature by his district. He is also vice-president of KMTA. . . . Al Kolitz, RKO district manager from Denver, conducted a meeting at the Kansas City office of branch managers, consisting of Don Conley, Des Moines; Max Rosenblatt, Omaha; and Jim Lewis, Kansas City.

Wayne Love has been appointed the new manager, Town, Garden City, Kans., a Commonwealth house. . . . M. A. Levy, 20th-Fox division manager from Minneapolis, and Alex Harrison, western sales manager from New York, were in to confer with local branch manager Joe Neger.

Harold Foster, manager, Yucca Drive-In, Santa Fe, N. M., will spend the winter here helping to run the Heart Drive-In, open all year. Both drive-ins are operated by the Winoko Corporation.



Herbert H. Greenblatt, domestic sales manager, RKO, seated, center, recently conducted a merchandising session on Michael Myerberg's "Hansel and Gretel" at a Chicago sales meeting at which he briefed the district sales chiefs on the stupendous merchandising tieups set for the RKO release. Present were Sam Gorelick, seated, left, and, left to right, Ralph Banghart, midwest field representative; Joe Cozzi, city sales, RKO, Chicago; Herb MacIntyre, western division manager; Ray Nolan, Chicago branch manager; Al Kolitz, Rocky Mountain district manager; Ben Cammack, southwestern district manager; and Abe Fischer, sales manager, RKO, Chicago.



A drive-in permit has been granted by the Jackson County court to E and S Theatre Enterprises, of which Louis S. Sutter is president. The drive-in will provide space for 800 cars and will be located at James Reed Road and U. S. 50 Highway.

Visitors on Film Row were Frank Dabalah, Parsons, Kans.; E. M. Block, Sabetha, Kans.; M. S. Heath, Liberty, Mo.; Elmer Bills, Salisbury, Mo.; S. V. Eagan, Siloam Springs, Ark.; and Bob Robinson, Grant City, Mo.

## Los Angeles

The Aladdin Drive-Ins, which recently broke ground for a new ozoner in the Lakewood district, is starting a 1200-car installation in Torrance, Cal. It is operated by Harry Popkin, independent producer; Jack Y. Berman, Berman Theatres; and Kenneth Gentry, and also owns the Floral, Centinella, and South Gate Drive-Ins.

A triple damage suit charging conspiracy was filed in federal court by Burton Jones, Capri, San Diego, Cal. Named as defendants were many of the major film distribution companies together with Fox West Coast and the owner of the Spreckles, as well as several John Does and John Doe Corporations. Jones seeks damages of \$60,000 and asks the right to amend the figure to a more accurate appraisal before the suit comes to trial. The complaint alleges that his Capri has not been permitted to bid competitively for first-run product in San Diego, Cal., and that the defendants have for a number of years conspired to divide the available first-runs among certain large downtown theatres in the community. Jones assumed the Capri, then known as the Egyptian, from Fox West Coast in 1954. . . . The Strand, Redondo Beach, Cal., has been taken over by John Paulis. . . . The forthcoming marriage of daughter Joan to Lieutenant Norman David Saunders was announced by Mr. and Mrs. O. N. Srere.

Condolences are extended to Tom Aspell, branch manager, MGM, upon the death of his mother.

Harry Belafonte, in for a performance at the University of Utah, saw his latest movie for the first time. The occasion was a special screening of "Carmen Jones" at the 20th-Fox screening room. . . . Francis Bateman, district manager, Republic, was visiting the local branch.

Allied Artists Studio Club will hold its annual fall dinner-dance on Nov. 27 at the Starlight Room in the Hollywood Athletic Club, it was announced by Pat Offer, club president. . . . Earl Revoir, Allied Artists assistant treasurer, left for New York following a week in Hollywood for conferences at the studio with George D. Burrows, executive vice-president and treasurer.

Mrs. Ella L. Beaudine, 84, mother of William Beaudine, veteran film director, died in a Hollywood hospital following a six-month illness. A native of New York City, she had lived in Hollywood for 35 years. Besides her son, she is

survived by four grandchildren and 13 great grandchildren.

## Milwaukee

Charles F. Hussey, 92, died at County Hospital after a short illness. In 1947, he retired from his executive position with Precision Machine Company and the Motion Picture Machine Company, two companies he founded. Surviving are his wife, three daughters, a son, and two sisters. Hussey was a native of Lynn, Mass.

## Minneapolis

Al Aved, Aved Theatre Service, buying and booking combine, and two associates will build a 2000-car, twin-screen drive-in at Maryknoll, Dakota County, Minn., next spring. The associates in the project are his partner, Claude Dickinson, and John F. Cedarburg, Jr. The theatre is to be known as the Lucky Twin. The drive-in will be Ballantyne-equipped with CinemaScope and magnetic sound. Construction plans call for screen towers at both ends of the property, with 2,000 speakers being divided between the two. Only 1,400 will be completed within the year, however.

Recent out-of-town exhibitors in were Adolph P. Heupel, new exhibitor at New Leipzig, N. D.; Larry Buck, Cokato, Minn.; Leo Allender, Northome and Big Fork, Minn.; Lauren Garnant, Leroy, Minn.; and Alice Mersereau, Spring Grove, Minn. . . . Herman Goldberg, Warner building supervisor, was in. . . . M. A. Levy, 20th-Fox midwest district manager, was in Kansas City and St. Louis. . . . Chick Evens, 20th-Fox midwest exploiter, was in. . . . Irving Braverman, Columbia salesman, was married to Eleanor Herman. Film Row associates gave a stag at the White House. Braverman is a brother-in-law of Saul Malisow, 20th-Fox branch manager.

Byran D. (Buck) Stoner, Paramount midwest division manager, was in. . . . Joe Wolf, San Pedro Drive-In, San Antonio, was visiting to see his son, a University of Minnesota student. Wolf formerly was sales representative, IFE. . . . Merchants at Caledonia, Minn., are sponsoring free movies for kids every Saturday afternoon at the State.

Mike Guttman, Orpheum, Aberdeen, S. D., was elected a director, Aberdeen Chamber of Commerce. . . . Frank Lesmeister, Blair, Blair, Wis., is completing a remodeling project to cost several thousand dollars. . . . Joe Podoloff, Minneapolis exhibitor, and John Branton, buyer, Minnesota Amusement Company, were elected delegates from the Northwest Variety Club to the 1955 national convention in Los Angeles.

Kroger Babb, general manager, Hallmark, was the principal speaker at the managers meeting of the Berger Circuit in Minneapolis. Babb discussed problems of theatre advertising. . . . W. H. (Bob) Workman, branch manager, MGM, was honored at a testimonial dinner by Northwest Variety Club at the Nicollet Hotel on Nov. 22. Workman is retiring the end of the year.

Winfred J. Thirion, 57, projectionist, Orpheum, Green Bay, Wis., passed away of a heart attack. . . . Chet Lavoie, U-I, was elected president, Colosseum of Motion Picture Salesmen of Minneapolis. Other officers are Ed Stoller, UA, vice-president; Mort Eichenberg, UA, secretary-treasurer; and Howard Greenstein, U-I, sergeant-at-arms. . . . Vernon Adolphson closed the Norwood, Norwood, S. D.

Ed Linder, manager, Gopher, recently tied-in with the Traffic Division of the Police Department and radio station WTCN in conducting a traffic safety campaign during the showing of UA's "Suddenly." Traffic police were on the lookout for six drivers daily who they thought exercised the greatest degree of safety and courtesy. After a screening by the commander of the traffic division, the six drivers were presented with passes to see the film. Other stunts also were used.

## Oklahoma City

J. L. Guiles, former salesman, Republic, has been promoted to branch manager, replacing Claude Atkinson, who has been transferred to Dallas. . . . Ed Harris, former booker, has been promoted to salesman.

Sam Brunk, former Paramount salesman, is now representing Buena Vista in Oklahoma. . . . A. M. Kane, Paramount division manager from Dallas, was in.

Miss Reggie Pappas, branch manager "Buck" Weaver's secretary, and her two sisters, Penny and Lou, have bought a new home. . . . Earl Pugh, Paramount booker, has bought a new home. . . . Fran Johnson, Paramount contract clerk bought a duplex. . . . Dave Speake, Paramount booker, and his wife spent the weekend in Houston, Tex.

In town were Henry Simpson, Princess and Walmur, Bristow, Okla.; M. T. Sands, Kiamichi, Clayton, Okla.; Gerald Bullard, Starr, Morris, Okla.; Silas Pack, Palace, Haskell, Okla.; Si Barton, Bar-T Drive-In, Prague, Okla.; W. E. Jones, Harmony, Sand Springs Okla.; W. T. Kerr, Platt, Sulphur, Okla.; Mr. and Mrs. C. W. Duncan, Avalon and Redskin, Wetumka, Okla.; Woody M. Minor, Pix, Wewoka, Okla.; B. J. McKenna, Oklahoma, Norman, Okla.; and Glenn Gilmore, Nusho, Bixby, Okla.

The Theatre Owners of Oklahoma, Inc., announced that its annual convention would be held at the Biltmore Hotel on Dec. 5-6-7. Topics to be covered include federal regulation of the industry; drive-in problems; conventional theatre problems; TV problems; trade practice gripes; film shortage; high percentages; increased production, arbitration; and other problems. Scheduled to appear as speakers are TOA's new "small town" exhibitor president E. D. Martin, Columbus, Ga.; Pat McGee, vice-president, TOA; and Si Fabian, head, Warner-Fabian Circuit, treasurer, TOA, Cinerama's kingpin and honorary "Showman of the Year" of Motion Picture Pioneers, who will be banquet speaker.



## Omaha

Paul Webster moved from United Artists as salesman to rejoin Republic as manager. Larry Siedelman, who came here as exchange manager on the retirement of Harry Lefholtz early in the year, has been moved to Pittsburgh as manager. . . . Columbia manager Joe Jacobs announced that Dave Rice, Baltimore, Md., native, had been added as assistant booker.

Mrs. Esther Green, FEPCO, was treated at the hospital for a bruised nose after her car and two others were involved in an accident. . . . Manager Pinky McIlvaine, RKO-Brandeis, visited Mexico City and several other Mexican cities. . . . Donna Nielson, secretary at the Admiral and Chief, for Ralph Blank, flew to Mississippi to visit her fiancé.

U-I branch manager I. M. Weiner had as a visitor Archie Herzoff, former midwest news reporter now on the U-I advertising staff. . . . The Rivoli, Falls City, Neb., owned by Tony Schroedl, is switching to full stereophonic sound.

Don McLucas, manager, United Artists' exchange, accompanied Jim Velde, western division manager, and Mike Lee, district manager, on a trip to Des Moines for a meeting in connection with the U-A sales drive.

## Portland

Promotion on "Human Jungle," Liberty, was launched by Richard Carlson, branch manager. Marvin Fox, John Hamrick city manager, and Carlson were hosts at a luncheon. Members of the press attending were presented with escort alarms.

Allan Weider, MGM press representative, was in working on "The Last Time I Saw Paris," J. J. Parker's Broadway.

## St. Louis

The Missouri-Illinois Theatre Owners elected these directors from Missouri — Russell Armentrout, La.; William Dean Davis, West Plains; F. P. Gloriod, Poplar Bluff; Senator Edward V. Long, Bowling Green; Robert Marchbank, Washington; Kenneth Hirth, Pacific; Tom Edwards, Jr., Farmington; Harry Miller, Festus; Frank Plumlee, Farmington; and Charles E. Weeks, Dexter.

In Bunker Hill, Ill., police and the county sheriff's office are still looking for the burglar or burglars who broke into the Sharon.

James C. Chambers, Sr., 75, a member of Local 143, died. He had been in ill health for about two years.

In Beckemeyer, Ill., fire broke out in the former Clinton, 300-seater, and destroyed the entire interior of the building, which included theatre seats, moving picture projectors, screen and other equipment. The loss was partly covered by insurance. Plans to reopen the house as a theatre have been discarded.

In Springfield, Ill., the Esquire, operated jointly by the Frisina Amusement

Company and Kerasotes Theatres, was reopened. Jim Reavy is manager.

In Lawrenceville, Ill., the Avalon, unit of the Frisina Amusement Company, Springfield, Ill., and managed by H. Earl Stevens, is being modernized, the improvements to include a large 14 x 27 foot screen and the installation of new Super Panatar lenses purchased through National Theatre Supply.

## Salt Lake City

Joan Smith is new stenographer at Intermountain Theatre Supply. . . . Gil Homan, formerly with Intermountain Theatre Supply, has moved to Service Theatre Supply. . . . The Colosseum of Motion Picture Salesmen raffled off five 20-pound turkeys. . . . Deepest sympathy to the family of Robert Shaw, former shipper at Metro, who passed away following a polio attack.

Exhibitors in were Glen Yergensen, Parks and Cedar, Cedar City, Utah; Dee Yergensen, his brother, Carol, Monroe, Utah; and Mr. and Mrs. L. C. Lund, Kinema, Mt. Pleasant, Utah. . . . After being closed for the summer, the Holladay, a Consolidated house, has reopened with CinemaScope.

## San Antonio

Mori Krushen, advertising and exploitation director, United Artists, in town from New York, hosted George M. Watson, city manager, Interstate Theatres, and Jack Chalman, publicity director, and their wives. Krushen was here on behalf of "The Barefoot Contessa."

Jack Farr, head, Farr Amusement Company, Houston, Tex., and president, Texas Drive-In Theatre Owners Association, announced the development of a new combination air-conditioner and heater for use in drive-ins, a coin-operated device, with patrons obtaining two hours of heat or cool air for 25 cents. The unit can be attached to the posts next to the car and is so designed that it will not interfere with the parking of vehicles. Farr is planning to sell the device for \$250 per unit plus 10 per cent of the take.

CinemaScope has been installed at the Uptown, operated by R. O. Smith, Marble Falls, Tex. . . . Funeral services were held for the mother of Don Miguel Galvan, Pena, New Braunfels, Tex. . . . Mr. and Mrs. Don W. Trisko purchased the Runge, Runge, Tex., from Alva S. Strait, Corpus Christi, Tex. . . . Marvin Mickan announced that CinemaScope has been installed at the Cove, Copperas Cove, Tex. . . . Roy Farrar has changed the name of his Strand, Talco, Tex., to the Star.

H. C. Johnson, Rice, Eagle Lake, Tex., announced the installation of CinemaScope. . . . The Glade Drive-In has been opened at Gladewater, Tex., under the new ownership of the H and H Amusement Company, following the installation of CinemaScope and other modernizations. Owners of H and H are O. L. Lowery and B. J. Hardy. They appointed Fred Frick as manager.

Two youths were captured almost minutes after robbing the Sunset Drive-

In, Lubbock, Tex. They were captured by a tip to local police by a hitchhiker.

## San Francisco

Dennis J. McNerney, business partner of Joseph Blumenfeld, president, Blumenfeld Theatres, died at the age of 71. He is survived by his wife and two children. . . . Kenneth Ketner, assistant manager, St. Francis, resigned to return to Los Angeles. He was replaced by George Pierce, promoted from aide at the Paramount. . . . Claude Plumb, aide at the St. Francis, resigned to become assistant manager, Esquire, replacing Peter Zie, who resigned to live in Los Angeles.

Jack Hurley, office manager, Paramount, from 1945 to 1948, has returned as a booker, replacing William McDonald. . . . Gladys Beaupre, switchboard operator, Paramount, who has been away for the past six months because of a broken shoulder, is back at work. . . . Ward Pennington, Paramount sales manager, bought a new home in Lafayette.

Harry Gold, manager, Regal, was expected to return from a Boston vacation. . . . The Ackerman-Reesner Theatres, in an expansion move, are moving their executive offices from 25 Taylor to 988 Market Street (the Warfield Building) on Dec. 1. A new bookkeeper has been added in the person of Robert Hock.

Ted Galanter, MGM western field representative, returned from a divisional meeting in Chicago, following a stop-over in Denver. . . . Bill Blake, MGM field man, was in Reno, Nev., to present the Beau Brummel award to Lucius Beebe. . . . Harry Simons, MGM auditor, is at the local exchange from New York. . . . MGM office manager Lila Goodin is vacationing at Palm Springs. . . . Dore Shary, MGM production chief, was in.

Dick Colbert, sales manager, U-I, returned from a Las Vegas, Nev., vacation. . . . President Murray Gerson of the local Colosseum of Motion Picture Salesmen, represented the group at the convention. . . . Al Chiarpotti, U-I booker, received a bruised shoulder and arm when his car collided with another. His passenger, George Archibald, Arch Booking and Buying Service, was also banged up. . . . Mel Wasserman, U-I booker, will marry Diane Mendleson here on Dec. 5.

Jack Tillman, Columbia manager, left for a Chicago company convention. . . . Mike Newman, Columbia field man, was in to set up a campaign on "Phffft" opening at the Paramount.

Al B. Cohn, projectionist, Paramount, was elected president, Local 162, to fill the unexpired term of Norman Meynahan, console operator at Cincinamia. The term ends in March when a new board will be elected. . . . Ruth Tyrrell, formerly of Gilboys, is temporary instpectress at Allied Artists, replacing Millie Williamson, on sick leave.

E. Walker Chapman, Royal Theatres, Ltd., was in town visiting Stanley Lef-



# BOXOFFICE STATEMENTS

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court, local manager. . . . Visitors on the Row were Chris Peters, Mantica and Escolon; Alan Finley, Boyes Springs, Cal.; and Bill Wagner, Antioch, Cal.

A galaxy of Hollywood stars, leading newspaper columnists, and scores of state and local civic, business and social personages filled the Fox to capacity for the world premiere of 20th-Fox's "Desiree." It was a benefit performance with all proceeds going to the San Francisco Newspaper Guild. Governor Goodwin J. Knight and Mayor Elmer Robinson headed a delegation of civic officials, while stars on hand included Debra Paget, Sheree North, Tommy Noonan, and Rita Moreno. Newspaper people in attendance were Louella Parsons, Erskine Johnson, Harrison Carroll, Earl Wilson, Emily Belser, and Bob Thomas as well as columnist Sheila Graham, who interviewed personalities on a 30-minute show over Station KPIX-TV.

Five projectionists told a State Senate Labor Committee that they have been excluded from union membership and rights for as long as 16 years, although the union had levied assessments and taken a percentage of their earnings. They testified they had been denied vacations and desirable jobs. They spoke of the process by which one can become a member of Local 162, AFL International Alliance of Theatrical and Stage Employees. The hearing was before a committee headed by Senator F. Presley Abshire. Mathew O. Tobringer, attorney for the union, told Senator Presley the answer to the charges will be presented at a committee hearing scheduled in Los Angeles. The committee is looking into grievances filed by union members against their officials. One witness said he had worked as a projectionist here since 1937 and that he had made several attempts to join Local 162, but was always ignored and rejected. He said he became a member of Local B18 of the ushers, doormen, and cashiers international and worked as a projectionist within the jurisdiction of Local 162. He said he is now paying Local 162 three per cent of his gross earnings, and he pays dues to Local B18 also. He stated he had no seniority or voting rights in 162. The same story involved an Oakland, Cal., union, Local 169.

## Seattle

Ed Cruea, branch manager, Allied Artists, returned from a business trip to Portland. The exchange was visited by Mel Huling, co-franchise owner, and Harold Wirthwein, western division sales manager. . . . Mr. and Mrs. Harry Wood, he's 20th-Fox auditor, completed work at the Seattle office and left for Calgary. . . . Corbin Ball was in from his Columbia Basin Theatres and reports that the John Lee Circuit is putting CinemaScope in at Ephrata, Wash.

Ethlyn Warner resigned as cashier at the 20th-Fox office, which brought about the following changes: Mary Carey, formerly with the U. S. Motion Picture Service, took over the vacancy; Jo Anne

Peterson has taken over the boxoffice statements; Doreen Parker, the book-keeping machine; and Phyllis Pilgrim is the new receptionist.

A "Bugs Bunny Birthday Party" was the theme for the Saturday's children's matinees at Sterling's Magnolia, Admiral, Grenada, Northgate, Uptown, Crest, and Beacon. . . . The Garden joined the United States Marine Corps last week in celebrating the Corps 179th birthday. The program featured the film, "Sands of Iwo Jima." Marine weapons and equipment were on display in front of the theatre and free passes were issued by Sterling Theatres to men joining the Marines through the Seattle Recruiting Station.

The Neptune, Evergreen's popular university district house, marked its 33rd year. It was opened in 1921 as the University Neptune, and for a brief period in 1927 its name was changed to the Liberty. The house is in the midst of a remodeling program which includes the installation of CinemaScope and stereophonic sound, plus reseating of the main floor with over 600 new seats. . . . Film Row visitors included Vance Weskil; George Blair, Island, Vashon, Wash., and Kitsap, Kitsap, Wash.; Harry Wall, Lewiston, Wash.; Ernie Thompson, Uptown, Port Townsend, Wash.; and Mr. and Mrs. Milburn Kenworthy, Moscow, Idaho.

The City Council License Committee warned F. M. Henry, owner, Grand, that fire-safety requirements of the Fire and Building Departments must be met if the 37-year-old house is to continue operating. The theatre, in an area annexed to the city, shares a common wall with an adjoining apartment house. Henry and his attorney, J. Lael Simmons, met with the committee to review the problems involved in reconditioning the theatre, housed in a frame building. Simmons pointed out that Henry will face a heavy financial obligation if he is forced to install a fire-division wall between the theatre and the adjoining building. The departments also have taken exception to other conditions, including an unplastered basement. Henry contended that there were no fire hazards in his building and said his theatre is not the only one in Seattle housed in a frame building. Fire Marshal Robert Laing declared that the theatre was not safe and could not be recommended for a license until the corrections were made.

Over 60 persons attended the annual meeting of Theatre Owners of Washington, Northern Idaho, and Alaska at the New Washington Hotel. Following the noon luncheon a business meeting included the election of officers and a report on the recent TOA convention by Joe Rosenfield, the association's representative. Another speaker was Fred Schwartz, from New York, who is with Century Theatres and also heads Distributors Corporation of America.

Hal R. Makelim, prior to his flying to Charlotte, reported that he was enthused over the Alliance Circuit, latest to subscribe to his plan of independent production in the Pacific Northwest area.



## NEWS OF THE

## Territory

Boston  
Crosstown

At a meeting of the Sentry Lodge, B'nai B'rith, the Theatrical Lodge, George Roberts, president, and Michael Redstone, trustee, were each presented with citations from the Paralyzed Veterans of America. Sy Rosenthal, former Red Sox outfielder, journeyed from the West Roxbury Veterans Hospital to make the presentations. He is president, Paralyzed Veterans of America.

Richard O. Edwards, owner-operator, Lowell Drive-In, Lowell, Mass., staged a benefit evening, with all proceeds going to the Will Rogers Memorial Hospital. The two films shown, both donated by the companies, were U-I's "The World In His Arms" and AA's "Bowery Battalion." The amount of \$120.50 was taken in at the boxoffice, but Edwards added the extra amount to round out the check for \$125, which was sent to the hospital.

A hearing on the RKO "The French Line" censorship case vs. the Commissioner of Public Safety of Massachusetts, the mayors of Boston and Lynn, Mass., and several public officials was set for Nov. 23 in the Federal building.

Danny Devlin and Harry Dugan have taken over the Copley for a spot booking of "The Spell Of Ireland," which will run until Dec. 14, at least. The Copley, dark for over a year, is owned by the Shuberts, but has been leased to the Columbia Broadcasting Company with the purpose in mind of turning it into a TV broadcasting theatre. The film, a Celtic Films Company of New York product, is in its New England premiere.

The Newsreel, South Station Terminal, will be taken over by the Catholic Archdiocese of Boston for use as a chapel, it has been announced by Archbishop Cushing. The chapel will be called Our Lady Of The Railways. It will be the first chapel of its kind located in a railway terminal and will be similar to the Our Lady Of The Airways chapel situated at Logan Airport.

Debbie Reynolds, MGM star, arrived in town for a brief visit to receive the annual award of "Woman Of The Year" from Harvard College's Hasty Pudding Club. . . . Dec. 12 will be the "big day" for Lawrence Laskey, partner with E. M. Loew, who is chairman, executive committee, Greater Boston Committee for Israel Bonds. On that date some 4,000 volunteer salesmen will visit homes of the community with a determination to sell 10,000 bonds of \$100 denominations. This is Laskey's second year as chairman of the committee.

Harry Goldstein, former RKO salesman, retired, has opened a gift and

stationery shop in a store next to the Coolidge, Watertown, Mass.

New Haven  
Crosstown

Local theatres, including the nabe houses, were lining up Christmas sponsored shows for youngsters. Whalley Whitney, and Westville had shows set while the Dixwell was working on a sponsor. Downtown houses were also setting the holiday type paid kiddie shows.

Bowl Drive-In and New Haven Drive-In have been on weekend operation. . . . Center Drive-In, Derby, Conn., has been on an abbreviated schedule and is reported due to close for the season. . . . Jim Darby had a special Walt Disney cartoon show with a Thunderjet glider, free lolly pops and bubble gum being given to the kiddies attending.

Irving Hillman set various angles for "A Star Is Born" with one of them being a co-op ad in The Register with a free ticket with the purchase of the original cast album. . . . Frank Punzo, Fairmount, was in the Stamford Hospital for surgery and has returned home.

After a siege of illness in the three W theatres, most of those sick have returned to their duties. . . . Assistant cashier Anna Spivak, Whalley, died recently. . . . Truman Ferguson, manager, Whitney, is back on the job after a leg injury, as are other personnel at the Whalley. . . . Jim Darby, Paramount, planted some good bally for "White Christmas" including a window and newspaper advertisement deal with Shartenbergs, music album arrangement for lobby, and radio contest on WAVZ.

## Meadow Street

First news of any Christmas parties among exchanges personnel was the announcement that a tentative date had been set for a holiday get together for branch personnel of U-I, Republic, and United Artists. The date is Dec. 9 and the place, Donat's, Milford, Conn.

(Continued on next page)

Boston Trade  
Fetes 10 Men

BOSTON—There was a spirit of good fellowship and jovial humor in the crowded main ballroom at the Hotel Bradford when more than 300 members of the industry turned out to honor 10 exchange personnel who have been promoted or transferred this year.

The affair, sponsored by the Variety Club of New England, was called "New Faces In New Positions" and was humorously referred to by toastmaster Arthur Lockwood as "New Faces Of 1864." The honored guests all sat modestly at one side of the head table while the brief histories of their success stories were being related by the toastmaster, while officers of the club and the other speakers were seated on the other side of the toastmaster.

Samuel Pinanski drew a laugh when he rose to speak. Turning to the honored guests, he said, "Here we are paying our respects to you men who take our money away from us, but we love you all just the same."

Benn Rosenwald, MGM resident manager, was the general chairman of the occasion, who, with his committee, selected Arthur Lockwood, the "deadpan silver-tongued orator," as toastmaster.

Nine of the 10 exchange men were at the head table. William Madden, former MGM salesman here and recently promoted to branch manager in the Philadelphia office, was unable to be present.

Those honored were John Moore and Jack Brown, Paramount; James Connolly and John Feloney, 20th-Fox; Judson Parker, Republic; Herbert Schaefer, Buena Vista; Francis Dervin, RKO; Joseph Gins, U-I; and Ralph Iannuzzi, Warners, all of whom received gifts.

Also at the head table were Kenneth Douglass and James Marshall, officers of the club; Theodore Fleisher, 1954 chairman, Jimmy Fund; Martin J. Mullin, first honorary trustee, Children's Cancer Research Foundation; and Pinanski.

(Continued on next page)



Snapped at the recent "New Faces In New Positions" luncheon sponsored by the Variety Club of New England at the Hotel Bradford, Boston, are nine of the 10 men who have been honored by promotions in the various exchanges during the past year. William Madden, now MGM branch manager in Philadelphia, was unable to be present. Seated, left to right, are John Moore, Paramount; Ralph Iannuzzi, Warners; Joseph Gins, U-I; James Connolly, 20th-Fox; and standing, Jack Brown, Paramount; Judson Parker, Republic; Francis Dervin, RKO; Herbert Schaefer, Buena Vista; and John Feloney, 20th-Fox.



## Boston Trade

(Continued from preceding page)

In saying a few words to the gathering, Fleisher thanked the group for the wonderful results of the "Jimmy Fund" drive this year. "I'm happy to have so many of you hard-working exhibitors together in one spot to be able to thank you personally," he said. "Theatre collections in general were ahead of last year despite the two hurricanes. I am urging you all to send in your last collections so that we may total the amount and announce the figures."

Mullin spoke briefly. "This industry of ours is a grass roots business right down to the smallest theatre operator." Turning to the honored guests, he said, "Boys, you will continue to have the wholehearted support of New England Theatres, and we all wish you well."

Pinanski struck a serious note when he made an appeal for more product. "Everyone recognizes the fact that never before in history has the production end of our business been so prosperous. We all hope it continues to flourish so that the same high caliber of pictures will be produced. But, despite the excellent pictures that are being made today, there are not enough of them and in between the top product, we exhibitors are starving. We must have more pictures to fill in during the lean periods when the top product is not available to us. At the recent TOA meeting, we endorsed plans for more independent producers' product for a greater flow of worthwhile films. No exhibitor can exist on the 'high peak' product. We need 'in between' pictures to help our business."

James M. Connolly, northeastern division manager, 20th-Fox, was selected to accept the presentations for the 10 honored guests. This he did in his gracious way, when he said, "It is on a day like this that we like to think of our old friends who gave us a lift as we came up the ladder of success. In addition to our home offices and our own colleagues, we have you exhibitors to thank for our promotions, a fact we



Seen in Boston recently, where they gathered for the New England premiere of the latest Selznick Releasing Organization's newest package, "Notorious" and "The Farmer's Daughter," Paramount and Fenway, and 127 key houses throughout the territory, were, left to right, Frank I. Davis, Jr., SRO president; Joseph I. Levine, head, Embassy, Boston, who distributes SRO; Budd Rogers, SRO sales manager; and Terry Turner, industry veteran now with General Teleradio. Turner handled radio-TV exploitation for the saturation opening.

have never lost sight of. In saying this, I am speaking for all of us being honored today."

A pleasant interlude during the luncheon was the appearance of seven-year-old Phil Phillips, a youngster with much singing talent, who has done work for the "Jimmy Fund." He sang songs and did imitations of famous song stylists in a delightful way. A protege of Ted Williams, he has recently signed to appear in a film in Hollywood.

At the luncheon's end, it was generally conceded that this affair was one of the finest staged in this city. One exhibitor, a small town operator who has been known to have had difficulty in buying his product at the price he felt was right, said on the way out, "If we had two or three of these gatherings a year, it would do more to cement

distributor-exhibitor relationships than any other method I can think of." With that, he walked out of the hotel with his arm around a salesman. The meeting brought out not only exhibitors and distributors, but equipment men, field men, salesmen, projectionists, and theatre managers, all entering into the high spirit of the occasion. Some upstate and out-of-town exhibitors were present who hadn't been in the district for years.

Joe Carrolo, veteran exhibitor from Oakland Beach, R. I., was greeted enthusiastically, while many newcomers to the field, particularly drive-in owners, were introduced informally to exhibitor bigwigs. All the major circuits were well represented from the presidents and district managers down to the assistant managers.

The hard-working committee of Benn Rosenwald, assisted by Bill Koster, executive director, Variety Club of New England, and Arnold Van Leer, Paramount publicist, deserve special commendation for a job well done. The spirit of the occasion will linger long in the memories of those present.

## Meadow Street

(Continued from preceding page)

Ben Simon, former 20th-Fox branch manager, now on a trip to Florida, has written friends that he expects to be in around Christmas time.

Mary Lou Cohen is doing temporary work at 20th-Fox. . . . Walter Silverman, Columbia branch manager, was in Chicago at the national meeting of his company. . . . The Park, Thomaston, Conn., has a new encyclopedia deal. . . . Manchester Drive-In had its final show for this season. . . . The Mansfield Drive-In is on Friday, Saturday and Sunday operation.

One of the tieups which Julie Smith made for the State, Waterbury, Conn., when "White Christmas" played her theatre was that with Allen's Perfumery for a co-op ad on the "White Christmas" perfume and toilet water.

For "Hamlet," the Norwalk made a tieup with the Norwalk Hour to run special discount student coupons in the newspaper for a one day performance at the Norwalk, Conn., house. . . . Kiddie shows were set at Garde, New London, Conn., with free records given. . . . Free comic books were given to the first 1,000 youngsters attending the Embassy, New Britain, Conn. . . . Comic books were given to the youngsters at the Palace, Norwalk, Conn.

Henry F. O'Donnell, formerly of Warners New Haven office, and recently office manager, Grand Light and Supply Company, died in Grace-New Haven Hospital, and a high mass was held in St. Rita's Church.

## Circuits Loew Poli

Sneak prevues were held at Loew's Poli, Waterbury, Conn., and other theatres throughout the state. . . . Division manager Harry F. Shaw was in Hartford, Waterbury, and Bridgeport, Conn. . . . The Globe, Bridgeport, Conn., candy



Two attractive posters were used recently for the advance promotion campaign on Warners' "A Star Is Born," Metropolitan, Boston. Hy Fine, Max Naylor, and Jack Saef, together with the art department staff headed by Vince Cutter, drew up the plans for the series of colorful posters, all with red velvet backgrounds and huge cutout figures of Judy Garland 20 feet high. The posters were used in the theatre's lobby one month before the film opened.



EXHIBITORS  
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*are invited to attend*  
MGM's NEW ENGLAND "WORKSHOP"  
on Monday, December 6  
HOTEL BRADFORD, BOSTON, MASSACHUSETTS  
*to be held in conjunction with*  
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section had improvements made. . . . Morris Rosenthal, Loew's Poli, and Mrs. Rosenthal flew to Toronto, Canada, to visit a nephew who was quite ill. . . . Publicity director Lou Brown was in Bridgeport, Conn., and Springfield, Mass.

## Connecticut Hartford

The Connecticut industry was shocked to hear of the death of James F. (Jim) McCarthy, 55, Connecticut district manager, Stanley-Warner Theatres, at Massachusetts General Hospital, Boston. A bachelor, he leaves his mother and several sisters. Funeral services were held in Bridgeport, Conn.

"A Salute to Irving Berlin" was the title of Ray McNamara's "White Christmas" campaign at the Allyn. McNamara tied-up with two radio stations, offering Decca albums, promoted from a local music concern, for writers of longest lists of Berlin tunes. He also gave passes to winners. Film music was used during intermission and at close of shows for weeks ahead of play-date. Several women's specialty shops carried window displays.

Connecticut premiere of Columbia's "The Black Knight" at E. M. Loew's was given extensive street ballyhoo, arranged by George E. Landers, Hartford division manager. Landers dressed an aide in long, flowing cape, topped by helmet, and sent him, on horse-back, through the downtown area.

Charles Lane, North Haven Drive-In, has announced plans for a new outdoor venture at Branford, Conn., while P. J. DeFazio plans to build a drive-in at Southington, Conn. Both towns at present have no drive-in facilities.

Fred R. Greenway, Loew's Poli Palace, planted a special art layout on "Brigadoon" in The Hartford Times. In addition, he arranged a number of downtown store windows.

Al Lessow, now assistant to Matt Saunders, Loew's Poli, Bridgeport, Conn., was in town. He formerly aided Fred R. Greenway here. . . . George E. Landers, E. M. Loew's Theatres, tripped to Springfield, Mass., Worcester, Mass., and Boston on circuit business.

Derby Drive-In, Inc., New Haven, filed a certificate of incorporation with the Secretary of State at State Capitol here, listing starting capital of \$50,000; incorporators, Henry Davidson, Lew Nadell, Harry S. Nadell, all of New Haven.

Harry Furst, former manager, Plaza, Stamford, Conn., was honored at a party hosted by Connecticut friends at the home of Dr. Yale Fodiman, Stamford.

Jack Sanson, Stanley Warner Strand, tripped to Boston to visit hospitalized J. F. McCarthy, Connecticut district manager for the circuit, who died later.

Mr. and Mrs. Ozzie Levinson, West Hartford, Conn., are honeymooning in Bermuda. Bride is the former Adele Harris, daughter of Mr. and Mrs. Ted

Harris, State. The Harris' other daughter, Ann, came in from Louisville, Ky., with her husband for the occasion.

## Middletown

Sal Adorno, Sr., head, M and D Theatres, was honored by Forest City Knights of Columbus.

## Newington

The Pike Drive-In dropped Monday and Tuesday performances for the remainder of the season.

## South Windsor

The East Hartford Family Drive-In dropped Monday through Thursday performances.

## Torrington

Phil Allare, ex-manager, Palace, joined Stanley Warner as assistant manager, Strand, Hartford, replacing Bill Kaplan.

The Lockwood and Gordon Sky-Vue Drive-In closed for the season.

## Waterbury

Despite protests from two community groups and over 80 individuals, "The French Line" continued its run at the Hamilton in the East End for its scheduled four days. Edward Miller, manager, refused to halt the showing despite pressure brought to bear upon him which reached first page news columns of The Waterbury American. Miller said the theatre faces possible boycott of subsequent film fare if those protesting carry out their threats.

## Massachusetts Greenfield

A 50 per cent interest in the Lawler estate, which includes the Lawler and adjoining properties here and the Amherst, Amherst, Mass., was acquired by Western Massachusetts Theatres, Inc., it was announced by Samuel Goldstein, president of the circuit. Goldstein said that prospects as to future use of the theatre buildings were as yet "indefinite," pointing out that the Shea Theatre Corporation has leases on both buildings until next July 1. The properties' value today is estimated at approximately \$500,000. Still holding shares in the



In connection with U-I's "The Black Shield Of Falworth," the RKO Keith Memorial, Boston, recently, Ben Domingo, managing director, aided by U-I promotional representatives, developed the above window in the Jordan-Marsh department store.

estate are Carroll Lawler, who formerly operated the theatre here and who now has a booking office in Hartford, Conn.; F. J. Lawler; Mrs. Herman Lawler Skinner; and Mrs. Annie M. Lawler.

## Springfield

The quiet and normally sedate college community of Amherst, Mass., was jolted by a storm in a smorgasbord over the proposed showing of the Swedish "One Summer of Happiness." The squall had the town's 9,000 inhabitants by the ears while it lasted. The board of selectmen held a special meeting to consider the situation, with Town Manager Allen Torrey observing "the fact that no one taking part in the protest movement seems to have actually seen in the picture, complicates the situation somewhat." Torrey said the proposed ban was the first action of its kind ever taken in that community, while William Kibrige, Amherst house manager, observed, "The picture will play. It will be seen by many, and two days later it, and the controversy attending it, will be forgotten."

A snake dance, started in the spirit of exuberance by about 150 teen-agers attending a convention of the Order of DeMolay, took an unexpected and disconcerting turn when the celebrants left the sidewalk and kept their Conga line going right into the Arcade during a performance. The manager hustled to the phone and 10 police cruisers rushed to the scene, where about a dozen dancers were rounded up and taken to headquarters in the first disturbance of its kind here in a long time. No physical damage was reported by the Arcade, which was only recently leased to Israel Hoffman, New Haven, by Nathan Goldstein, Inc., owner, but the house was empty in a matter of minutes, with a good many patrons demanding their money back. Local officials classed the incident as a youthful prank, and the house management said it would press no charge.

## West Springfield

Elihu Glass, owner-operator, Majestic, threw a special theatre party for the high school football teams, coaches, managers, cheer leaders and friends.

## New Hampshire Enfield

The installation of CinemaScope in the Enfield has been completed, according to W. H. Sullivan, manager. A Miracle Mirror screen is used.

## Somersworth

Rudolph Carignan, manager, Somersworth, introduced CinemaScope.

## Rhode Island Providence

Increased newspaper advertising is forcing The Bulletin-Journal combination to devote almost two complete pages to amusement advertising.

Dave Levin, RKO Albee manager, is again highlighting the Christmas season with an offering of gift ticket books.



## NEWS OF THE

## Territory

New York City  
Crosstown

Mrs. Elizabeth Paisley Murphy, 70, mother of John F. Murphy, vice-president, Loew's Theatres, Inc., died suddenly at her home in Jamaica, Queens. Solemn requiem mass was sung at the Church of the Immaculate Conception, Jamaica Estates, Queens. Burial was in St. John's cemetery, Brooklyn. Mrs. Murphy is survived by four other sons, three daughters, and four step-children.

Carl Nater, Walt Disney Productions supervisor of 16mm. non-theatrical films, came in from Hollywood to hold a series of meetings with school authorities, library officials, and cultural organization heads on 16mm. films.

Ed J. Cantor, former theatre manager and publicist, who has been a shut in paralytic for a number of years, sends in greetings and thanks to his many industry friends who have helped him during the many years of his illness. He particularly thanks Variety Club, Tent 35, for their interest and encouragement. He also mentions Frank Schiffman, Leo Brecher's Apollo; Harold Klein, J. J. Theatres; Cy Seymour, Moe Sanders, Joe Felder, David A. Levy, Saul Trauner, among others.

Maxine Arnow, secretary to Dan S. Terrell, MGM publicity manager, was on a Miami, Fla., vacation. . . . Nettie Anixter, secretary to Mike Simons, MGM customer relations head, is vacationing in Mexico. . . . Mrs. Clarence Boulet, wife of MGM's salesman in Butte, Mont., was in town for the wedding of her son. . . . Milton R. Rackmil, president, U-I, left for Hollywood for a series of conferences with studio executives.

Members of nobility, international social figures, and stars of the entertainment world converged on the Roxy for the "Command Performance" premiere of 20th-Fox's "Desiree." Attending the opening, all proceeds of which will go to the March of Dimes, were Richard Burton, Josanne Mariani, fiancée of Marlon Brando, topcast as Napoleon; Grace Kelly, Maggie McNamara, Tyrone Power, Celeste Holm, French Consul Count Jean de la Garde, Swedish Consul Lennart Nylander, Count Rasponi, General Douglas MacArthur, Countess Bonaparte, descendant of the Emperor; Sir Hubert Wilkins, Prince Christian of Hanover, Sir Pierson Dixon, Eddie Fisher, Jim Farley, Jarmila Novotna, Thelma Ritter, Countess De Mun, Consul Louis de Geer, Julian Blaustein, the film's producer; Linda Christian, and others.

An intensive program of radio appearances and press interviews was scheduled for Richard Burton in for advance



Eugene Pleshette, managing director, Brooklyn Paramount, left, is seen being presented recently with the Anglo-Jewish Publications 1954 Interfaith Award by Dr. Eugene Lang, Long Island Jewish Press and Westchester Jewish Press.

promotion on 20th-Fox's "Prince Of Players." He met the trade press and fan magazine representatives at a luncheon conference at the Plaza Hotel and also has had interviews with Gotham film critics and feature syndicate writers.

Herbert H. Rabke has been appointed secretary-treasurer, Transfilm, Inc., New York, producers of motion pictures and TV film. He was formerly general manager of the Harry B. Cohen Advertising Company.

Bob Shapiro, managing director, New York Paramount, scheduled six complete stage and screen shows with the combination of Jackie Gleason and his entire TV cast on stage and "Drum Beat" on the screen. The last full show begins at midnight.

Mary Elizabeth O'Connor, daughter of Mr. and Mrs. Thomas O'Connor, Bronx, and Richard Walsh, son of Mr. and Mrs. Joseph Walsh, Bayside, L. I., were married at a nuptial mass in St. Brendan's R. C. Church, Bronx. A reception followed at Pelham Country Club. Mrs. Walsh's father is vice-president and treasurer, RKO Theatres. She is an alumna of the Academy of Mt. St. Ursula and the College of New Rochelle. Her husband graduated from Fordham University College of Pharmacy.

H. M. Bessey, executive vice-president, Altec Service Corporation, left on a trip which will include stops at Charlotte, where he will attend the Theatre Owners of North and South Carolina convention, Jacksonville, Atlanta, and Nashville, Tenn. He will confer with company branch and division managers, following which he will meet with executives of various theatre circuits in the south. Marty Wolf, assistant sales manager, Altec Service Corporation, also left to attend the Charlotte convention and to meet with M. G. Thomas, division manager for Altec in the southern territory, who was also scheduled to attend.

Mori Krushen, exploitation manager, United Artists, returned from a two-week tour of the southwest and Gulf territories.

Jerry Evans, U-I home office promotion representative, left for Boston as his first stop in a trip which will also take him to Cleveland, Chicago, Washington, and Atlanta in connection with a national merchandise promotion on "So This Is Paris." In the cities he visits, Evans will meet with leading department store advertising and merchandising representatives to set up local details of the participation of the stores in the national merchandise promotional tie-up.

The famous, form-fitting gown worn by Ava Gardner in UA's "The Barefoot Contessa" was dedicated to posterity when Madame Fontana, internationally-known designer of the \$1,000 dress, presented it to the costume collection of the Brooklyn Museum.

Steve Broidy, Allied Artists president, announced that Terry O'Neill, eastern sales manager, Interstate Television Corporation, an AA subsidiary, had been named American and Canadian representative of Associated British-Pathe, and has established headquarters in Allied Artists' New York office.

Adolph Schimel, vice-president and general counsel, U-I, was named chairman of the amusements division, 1954-1955 fund raising drive, Federation of Jewish Philanthropies of New York, as representatives of various branches of the division met at a luncheon at the Hotel Piccadilly. According to Joseph Willen, executive director, the campaign goal this year is \$16,950,000 or \$1,950,000 extra to close the gap between income and human needs. Harry Brandt, chairman of the amusement division in last year's campaign, presented Schimel. Also on the dais were S. H. Fabian and Sam Rosen. Participants included representatives of the motion picture industry, the legitimate theatre, television, radio, and the music world. Among those who attended were Charles Alicoate, Charles Boasberg, William G. Brenner, Irving Caesar, George F. Dembow, Walt Framer, Leon Goldberg, Irving Greenfield, Carl Haverlin, Edward L. Hyman, Arthur Israel, Jr., Saul Jeffee, Malcolm Kingsberg, William Koblenzer, Arthur Levy, Lawrence Lohman, Samuel Rinzler, Harold Rinzler, Russell Sanjek, Herman Schlier, Eddie Solomon, Solomon Strausberg, and others.

New Jersey  
Newark

During the month of November the following theatres will have turkey giveaways, the Roosevelt, Union City, N. J.; Capitol, Passaic, N. J.; Regent, Paterson, N. J.; Royal, Bloomfield, N. J.; Warner, Ridgewood, N. J.; Baker, Dover, N. J.; and the Union, Union, N. J.

A presentation of trophies to the Cranford Police Pistol Team was made from the stage of the Cranford. The Mayor, Chief of Police, and Town Council participated. . . . George Kemp has been made manager, Montauk, Passaic, N. J., due to the resignation of J. Frazier. . . . Fred Dressel resigned as manager, Capitol, with Jules Stark,



formerly at the Central, appointed to take over. Louis Rossi has become manager of the Central.

John Biondi, manager, Ritz, resigned and has been replaced by Morris Blacker. . . . B. Borris, relief manager, SW New Jersey zone, has resigned to take a government job.

M. Hershberger has been made manager, Regent, Paterson, N. J. . . . Miss M. Cocchiarella, SW purchasing department, celebrated a birthday. . . . The Roosevelt, Union City, N. J., will give out salad service sets to all woman patrons attending on Dec. 1-2.

## Passaic

New Jersey Allied was host at its Beefsteak Dinner at the Ritz Restaurant. On the agenda was a report on the national convention by the national director, Irving Dollinger; a survey of economic conditions of New Jersey, especially as to theatre attendance; a toll-TV discussion; future New Jersey legislation; a report on film companies recent demands and methods of combating confiscation of the tax remission by upped film prices; and a discussion of a bill for national legislation proposed at the Milwaukee convention.

## New York State Albany

The Palace, Strand, Grand, Ritz, and Leland cooperated in a mass "Go Home" evacuation of the city's business district arranged by the Civil Defense. Audiences filed out when the air raid sirens blew. Ticket sales were resumed after the test came to an end. Theatres were permitted to keep their staffs on hand for the reopening. Stanley Warner zone manager Charles A. Smakwitz and Palace manager William With attended a meeting of 75 Albany business leaders hastily summoned for the Elks Lodge to hear explanations of the evacuating experiment by County Civil Defense Director Alfred H. Jacobson, Mayor Erastus Corning, and Deputy Police Chief John P. Tuffey.

George H. Schenck, Tri-State Automatic Candy branch manager and new chief baker, Variety Club, was confined by illness.

The Delmar, Delmar, celebrated its 25th anniversary under management of the Jarvis family. Built in 1929 by the late Joseph Jarvis, Delmar and Menands pharmacy proprietor, the 350-seater was operated by him until his death in 1948. Since then, his wife and long-time helpmate, Mrs. Mary K. Jarvis, has conducted it. Mrs. Jarvis, who personally is acquainted with most of the residents in Delmar and the Tri-Village area, also bought and booked the house for a time. Upstate Theatres, Inc., of Albany, now handles the chore. A redecorating and relighting project has been under way to mark the anniversary. Wide-screen and CinemaScope will follow. One of Mrs. Jarvis' children, Joseph, Jr., who helped his father at the theatre and later was a partner in the Rustic Drive-In, West Sand Lake, returned to the Army Air Corps and saw active service in Korea. Also a veteran of World War

## EYEING THE

# Exchanges

NEW YORK—The Colloseum of Motion Picture Salesmen held their annual convention on Nov. 19 to 21 in Chicago's Drake Hotel. Howard Levy, MGM, and Lee Mayor, Warners, attended as delegates representing the New York Chapter loge 29.

WARNERS — Long Island and upstate booker Shirley Levy was enjoying a late vacation. . . . Rita Levy, secretary to the district manager, is back after two weeks of jury duty.

PARAMOUNT — The film room's Bernie Rubinstein is recovering nicely after an operation. . . . Ledger clerk Eileen Friedenthal became an aunt for the second time when her sister, Shirley, had a new daughter, Michele.

REPUBLIC — Former secretary Mary Nicolaou invited her office friends to her home for dinner. . . . Contact clerk Millie Ferraro is being taught to operate the switchboard. . . . Former employee Rene Goldstein was visiting after her return from her honeymoon. . . . Myra Lerner, secretary to the branch manager, celebrated her birthday.

ALLIED ARTISTS — Norman Baruch, husband of print booker Doris Baruch, has taken over as house manager for the Warner on Broadway. He was formerly associated with the City Entertainment Corporation in a similar capacity at the Astor and Victoria.

U-I — Night shipper Meyer Siegel returned to work after a long illness.

BONDED — Ben de Augusta, traffic department, and wife Ann became parents of a daughter Marilyn Ann. The couple also have another daughter, Gail, two years old. . . . Leo Salzman, traffic department, came out top man on the company bowling team with a score of 179.

II, he is now, an officer, stationed at Dayton, O. There are three Jarvis girls, two of them married. Mrs. Jarvis is a five-time grandmother.

The Variety Club committees for the "Big Brother" and "Denial Day" campaigns include fights and advertising manuals, tickets, and concessions, Irwin Ullman, Charles A. Smakwitz, Albert Bearup, Jack Hamilton, Vedder Peters, Ben Becker, Eddie Perrone, and Charles Ryan; publicity, Leo Rosen, chairman; Al Kellert, Bert Bearup, Ed Wall, and Harry Goldman; special collections, Irwin Ullman, chairman; Alan Iselin, Rudy Bach, Saul Ullman, Lewis A. Sumberg, Sidney Urbach, Jack Goldberg, George Schenck, Jack Hamilton, and Ken Farrar; "Big Brother," Norman Jackter, general chairman, Nate Winig, Gene Teper, Harold Gabrilove, Dave Marks, Jules Perlmutter, Dr. Benjamin Volk, Judge Sol Rubenstein, and Neil Hellman; street and plant container

RKO—Former RKOer Evelyn Vitoulis paid a visit to the office. . . . Bud Giles, boxoffice department, served on the committee for a church dance in Rosedale for the benefit of the church's athletic groups. . . . Sadie Barnett, secretary to the office manager, was feted for her birthday with a lunch given by June Jacobson and Phyllis Friedman. . . . Office manager Frank Drumm moved into his new apartment in Fresh Meadows Long Island.

FAVORITE — Jean Harris, secretary, who resigned to become a wife, was feted by her office colleagues on her last day. She was presented with a corsage and bouquet of roses as a token of appreciation of a pleasant relationship.

The 25-30 Club, pioneer organization of projectionists in greater New York, elected new officers for the year. Jack Winick takes over the presidency. He's projectionist at the Grand Central Newsreel and a past president of the Projectionists Square Club, a Masonic organization. Winick succeeds Abe Kessler, Metro exchange projectionist, in the office. Installation ceremonies are scheduled for Jan. 13 at a local night club. Expected to be in attendance are Paul Reiss, general sales manager, National Carbon Company; Morton O'Brien, chief projectionist of Loew's, and Charles Horstman, chief projectionist of RKO, all honorary members of the club. The 25-30 Club is an international organization with members in the United States and Canada and is restricted to people who have worked 25 years or more in the projection of motion pictures. Aside from its social functions, the club also is involved in philanthropic work. It supports the Will Rogers Hospital as well as the Cardiac Hospital, both of which are dedicated to the people of the theatrical industry.

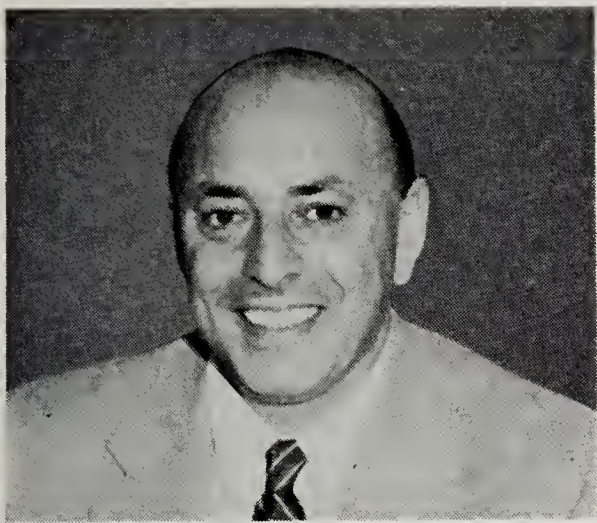
RAMBLIN' 'ROUND — Thanksgiving week is marked off on the Fox calendar for a special anniversary week drive. . . . Columbia's switchboard operator Swanee Jacobson was ill. . . . Bess Allen, secretary at 20th-Fox, was visited at the office by her niece. —J. A. D.

distribution Arthur Green, chairman, Harry Lamont, co-chairman, Sylvan Leff, Howard Goldstein, Aaron Winig, Leonard Berns, Bob Adler, Harry Aranove, Gordon Bugie, John Bylancik, Frank Carroll, Harold Gabrilove, Bill Hanley, Max Zuckerman, Arthur Horn, Sam Landess, Isadore Levine, Al Marchetti, Jimmy Moore, Ray Smith, Dan Houlihan, Harold Newman, Ralph Rippes, and Henry Seiden.

Harry Alexander, Middletown Drive-In operator and former salesman, is sporting a wrist watch, presented by MGM manager Jack Goldberg, on behalf of Variety Club members at a farewell dinner.

Technically stronger but financially weaker. That was the story of TNT's "Opening Night at the Metropolitan" in the Grand, as compared with the closed-circuit of "Carmen" two years ago.





Mort Magill, former UA branch manager in Philadelphia, has been named district manager of Buena Vista Productions, the Walt Disney company, and will cover the Philadelphia, Washington, and Pittsburgh territories.

## NEWS OF THE

# Territory

### Philadelphia Crosstown

Stamco, Inc., announced that the Standard, badly damaged in a recent hurricane, would be completely rebuilt inside, refurbished, and modernized into a one-story theatre, with balcony eliminated. It will be air-conditioned and equipped for CinemaScope. The company hoped to have the South Street spot ready for either a Christmas or New Year's opening.

A demonstration of Perspecta stereophonic sound will take place on Nov. 29 at the SW Stanley, for exhibitors and press of the area. Elmer O. Wilschke, executive vice-president, Perspecta Sound, Inc., will supervise the demonstration, assisted by Al Mian, engineering staff.

Charles Hirsh, formerly with Hirsh Amusement Company, is now ready to lease an area neighborhood theatre. He may be reached in care of MOTION PICTURE EXHIBITOR. . . . Dorothy Dandridge, star, 20th-Fox's "Carmen Jones", SW Stanley, was in to highlight the opening campaign.

Ed Karpen has changed the name of the Edgemont to the Bridesburg. He also now has the Broadway, Palmyra, N. J., a former Varbalow operation.

### Vine Street

Gene Tunick has been appointed branch manager, United Artists, succeeding Mort Magill, who resigned to become sales supervisor, Buena Vista Productions. Tunick was formerly associated with a number of UA's current executives in his posts as Indianapolis and New York branch manager for Eagle-Lion.

Mickey Greenwald resigned as Republic booker and joined Jack Harris' Exploitation Pictures, Inc. She was succeeded at Republic by Lew Fortunato, formerly at Paramount and son of U-I booker Ferd Fortunato.

Max Bronow, MGM booker, was in University Hospital with a kidney ailment. . . . Tom Lark is no longer manager, Clark Film Distributors. . . . John C. Vandevere, Triangle Sign Studios, visited his son, John C., Jr., at Camp Gordon, Ga. . . . Jack Harris' UPI moved from 1243 Vine Street to 1321 Vine Street.

His many friends were glad to see Sidney Samuelson, president and general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, on a visit to his office after being laid up in a wheel chair for two months as a result of an auto accident in the coal regions.

Pioneers of Philadelphia's motion picture industry will be honored at a gala \$25-a-plate dinner of the Motion Picture Associates of Philadelphia at the Bellevue-Stratford Hotel on Jan. 18, it was announced by Sam Diamond, branch manager, 20th-Fox, president of the organization. Leading figures of the industry from Hollywood and New York are scheduled to attend the event, first of its kind to be held by the Associates. Ulrik Smith, branch head, Paramount, has been named chairman of the committee to select the pioneers to be honored, Diamond said. Proceeds of the dinner will go to the welfare committee of the Associates.

Charles Beilan, Warners branch manager, and industry chairman Will Rogers Memorial Hospital drive, headed a meeting held at the RKO projection room, which was attended by branch

and district managers from all the exchanges. It was agreed that salesmen would contact their exhibitor accounts on the Christmas salute scrolls and collect the money.

### District of Columbia - Washington

All local industryites are mourning the death of Grace Walsh, wife of Joseph B. Walsh. The late Mrs. Walsh worked for many years, aiding her husband in the booking and buying business, but for the past few years was forced into retirement because of her illness.

Earl Morris, Arcade, Princess Anne, Md., was in town to do some dating for this situation. . . . Elmer Thompson, Independent Theatre Service, makes his daily visits to the various offices rain or shine. . . . Denver Ayelshire was in from Luray, Va., to date for his Page.

Gus Lynth, Shine Circuit's zone manager, returned from a home office meeting in Gloversville, N. Y., and immediately took off for Easton, Md., to hold a regional meeting with the various managers. The meeting was held at the Tidewater Inn.

Al Sherman, Georgetown, D. C., became a grandfather again. This time it's a little girl, Judie Susan. . . . Dorsey Conklin, Autodrome Drive-In, Radford, Va., made one of his infrequent visits to the exchanges. . . . The Starvue Drive-In, Berkely Springs, W. Va., has shuttered for the season.

## Drive-In and Roofed Theatre Managers

*Please check your shows at your theatre by Noon on the day of showing.*

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COLUMBIA — Head shipper Claude Ringer returned to work after a four week siege in the hospital. . . . Beulah Bryant, P.B.X. operator, resigned to return to her home in southern Maryland. Roslyn Shor replaces. . . . Exploiteer Sid Zins journeyed to New York to attend the Motion Picture Pioneer's Dinner.

Mildred Dattel was in town to book for the Naval Training Station, Bainbridge, Md.

MGM — Southern sales manager Rudolph Berger planed out to Chicago for a home office executives' meeting . . . Dot Small, contract clerk, is mourning the death of her father. . . . Branch manager Herb Bennin is visiting the Thalheimer Circuit, Richmond, Va.

PARAMOUNT — Helen Lee, assistant cashier, is on the sick list. . . . Happy birthday to Francis Fisher, daughter of booker Bill. . . . Mollie Maniere, ledger clerk, is recuperating at home after a siege in the hospital.

VARIETY CLUB, TENT 11—The membership committee has approved for membership Richard J. Yerak, superintendent of theatre operations, Louis Bernheimer Theatres; Victor H. Ottenstein, secretary and manager, District News Company; and Joseph Bulman, attorney. . . . The board of governors will have its final meeting of 1954 on Dec. 6 in the executive room of the Willard Hotel. . . . Barkers volunteering to aid in collections in the welfare awards drive were Harold Saltz, Joe DeMaio, Al Wheeler, Paul Wall, Sidney Cooper, Milford F. Schwartz, William Friedman, and George S. Wheeler. Morton Gerber, chairman, welfare committee, will also be on hand for the important fund-raising collections. . . . Happy birthday to William Michaelson, Nov. 16; Al Blitz, 17; Alan Bachrach, 18; Fred Schnider and Clark Griffith, 20; George Kelly, 21; Harley Davidson, 22; Conrad Seibold, 23; Leonard Viner and Glenn Norris, 24; H. Graham Barbee, Sol Kullen, and Jeff Hofheimer, 27; and M. J. Uline, 28.

REPUBLIC—Branch manager Jake Flax attended the Variety Club elections in Baltimore, Md., in the capacity of international representative. . . . Hats off to office manager Al Landgraf for the way he handled the collections in the exchanges for the Community Chest drive.

George Coleman, Dante, Dante, Va., and State, Damascus, Va., fell to his death from a ladder while lowering the masking on the screen at the Lyric, St. Paul, Va. Coleman headed the Lion's Club minstrel show, a benefit for underprivileged children, and while straightening the screen at the Lyric, where the show was held, toppled from the top of the ladder and crushed his skull on the concrete floor. Harley Davidson, Independent Theatre Service, flew down to attend the funeral.

UNIVERSAL — District manager Joe Gins was in town and then accompanied branch manager Harold Saltz on a visit to the Baltimore, Md., accounts. . . .

## Majors-Fox Percentage Case Subject of Court Orders

PHILADELPHIA—Several orders were made last week by U. S. District Court Judge John W. Lord, Jr., in connection with the pending major distributors' suit against Melvin J. Fox.

The motion of 20th Century-Fox was granted, and the defendants were ordered to produce for inspection and copying or photographing certain books, accounts, records, and other documents.

The plaintiffs shall produce for inspection by defendant Fox all checkers' reports of admissions for the period Jan. 1, 1950, to date at the Fox and High, Burlington, N. J.; Burlington Drive-In, Burlington, N. J.; Wildwood Drive-In, Wildwood, N. J.; Criterion, Moorestown, N. J.; Fox and Mt. Holly, Mt. Holly, N. J.; Fox Riverside, Riverside, N. J. Roxy, Maple Shade, N. J.; Delsea Drive-In, Vineland, N. J.; and the Mayfair and Hollywood, Philadelphia.

A motion of Fox's to strike an affidavit of Arnold Nemiroff in Warner Brothers Pictures Distributing Corporation portion of the case was denied.

Also, defendant Fox's motion to dismiss in connection with Warners was denied, without prejudice, to renew the motion after discovery proceedings have been completed.

Salesman Stan Taylor enjoyed his first trip to the Eastern Shore.

20TH-FOX—Happy birthday to branch manager Ira Sichelman. . . . Booker Jack Kohler is out ailing. . . . George Manakos, shipper, resigned. . . . The new employees are Ethel Curtis, booker's clerk; Sarah Zahn, P.B.X. operator; Helen Anderson and Mildren Shahan, clerk-typists.

RKO — Home office executive Frank Dervin visited the local office. . . . Branch manager Joe Brecheen is in Richmond, Va.

Officers nominated without opposition at the recent nominations of Local F-13, Front Office Union, were president, Sarah Young; vice-president, Max Rutledge; recording secretary, Sandra Solomon; treasurer, Walter Bangs; financial secretary, Agnes Turner; guardian, Hazel McCarthy; and business agent, George Sullivan.

— FREDDIE S.

## Delaware Wilmington

Edgar J. Doob, manager, Loew's Aldine, reported that the sneak preview of MGM's "The Last Time I Saw Paris" brought good comments, and that this would be the Thanksgiving attraction. . . . With MGM's "Beau Brummel" in the offing, The Wilmington Morning News went for a story and picture of Harvey C. Smith, manager, WDEL-Radio, being named a charter member of the "Beau Brummels of America." . . . Orville Crouch, Loew's eastern division manager, was vacationing, and



Jack Fox, publicist and assistant to the division manager, was pinch-hitting.

The nearby Elkton, Md., Drive-In, announced that it is now operating on a winter schedule of Fridays through Mondays. . . . The Brandywine and Pleasant Hill Drive-Ins are also now operating only on weekends.

A 20th-Fox CinemaScope short which played the Rialto received a page one publicity break in The Journal-Every Evening, which carried an Associated Press dispatch on the Reno, Nev., Chamber of Commerce okaying the film, "Fabulous Las Vegas." . . . The start of CinemaScope's second year in Wilmington was hailed by the Rialto with special radio and newspaper advertising.

A. J. Vanni, Philadelphia out-of-town zone manager, SW Theatres, was in for the VistaVision premiere of "White Christmas" at the SW Warner. . . . 90th birthday anniversary was observed by Charles Wesley Maclary, father of recently-reelected State Representative Robert F. Maclary, owner, Pleasant Hill Drive-In.

—H. L. S.

## Maryland Baltimore

With its election slated for early in December, the IATSE, projectionists' union, listed its slate of nominations—For president, the incumbent Louis Sieber and Christopher LaMartine; first vice-president, Charles Grauling and Irving Greibler; second vice-president, the incumbent Charles Dodson and Roland Tankersly; and third vice-president, William MacKenzie. For business agent, the incumbent Carroll Bayne and Maurice Rushworth; financial secretary, the incumbent Thomas R. Finn, Sr., and William Lang, Jr.; and trustees, J. Harry Gentile, Ralph Rushworth, Joseph Tudor, and Charles Hjel.

Art Hallock, manager, Paramount, had on his stage as guests The Martinaires, a choral group from Glen Martin's airplane plant. The engagement brought a capacity audience.

Eddie Kimple, vice-president, Rome Theatres, was at Pimlico. His wife, who owns an exclusive dress shop, put on a fashion show there. Also at the track



Olympic champion Bob Mathias, and another great American athlete, Jesse Owens, recently helped launch the Philadelphia premiere of Allied Artists' "The Bob Mathias Story," SW Stanton, with stage appearances. On the left is Stanton manager Al Plough.

was Dom DeLauney, owner, Carroll, Westminster, Md. . . . Norman Clark, critic, The News-Post, has returned to duty, recovered from a virus attack.

Dick Dizon, manager, Town, was among first-nighters to see "Tea and Sympathy." . . . Ted Kirwan, manager, New, was in New York. . . . John Fulton, international representative of Variety, was in town from Atlanta. . . . Jake Flax, Republic's branch manager, was in from Washington.

Baltimore Variety Club, Tent, 19, held its annual election and selected Jack Whittle, owner, Avenue, chief barker; Wilbert Brizendine, first assistant; and Sam Tabor, second assistant. Mike Leventhal is secretary and Oscar Kantor, dough guy. The new board includes Pete Prince, Frank Durkee, Sr., Stanley Baker, William Schnader, Leon Back, and Richard Dubin. The delegates are Rodney Collier, out-going chief barker, and Prince, with alternates being Dick Dubin and Leventhal.

A Special Committee of the Maryland Legislative Council held a meeting to study the question of censorship in this state. Representatives of more than 25 organizations which compose the Catholic Committee for Decency were in attendance. Outcome of the meeting was a determination to continue strenuous efforts to insure continued control of motion pictures thought to be objectionable and scheduled for exhibition throughout the state.

—G. B.

## Leonardtown

Jack Fruchtman visited his circuit of southern Maryland theatres and played host to about 1,100 school children at the Park, Lexington Park, Md., at a showing of "Julius Caesar" at two Veterans Day matinees. Fruchtman also attended the dedication of the Beth Israel Synagogue, recently completed, and the only synagogue ever built in southern Maryland.

Mrs. Sadie M. Van Hoose, from London, England, is charming patrons at the Park, Lexington Park, Md., where she is a new concessionist. . . . WPTX safety prizes were distributed by the radio station operators at the Park, Lexington Park, Md.

T. H. Harrison, Jr., manager, Park and Plaza, Lexington Park, Md., fell while putting the finishing touches on his new home at Town Creek and injured his right leg. This kept him away from his theatre duties for several days. . . . General manager K. B. Duke, Sr., New, was one of the Legionnaires in uniform participating in the local Veterans' Day ceremonies and parade.

## Pennsylvania Harrisburg

Manager E. G. Wollaston and assistant Spike Todorov conducted quite a promotional campaign for the showing of "White Christmas" at the State, including a lobby display of Natlynn dresses by the Roselle Shop; four or five record tie-ins featuring the album and individual numbers from the film;

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Seen above are nine of the newly elected members of the board of governors, Variety Club of Washington, Tent 11, for the year 1955. From left to right are J. E. Fontaine Sam Wheeler, Alvin Q. Ehrlich, who will be the new chief barker; Phil Isaacs; Frank M. Boucher, Hirsh De La Viez, George A. Crouch, Sam Galanty, and Orville Crouch. Not shown in the picture are Nathan D. Golden and Marvin Goldman, who rounded out the group.

WCMB-TV show; bus cards; radio spots; and menus in Murphy's restaurant.

Manager B. J. Bispeck worked with the Allison Hill Lions Club in a special showing of "Aladdin and His Lamp" at the Senate following the Veterans' Day

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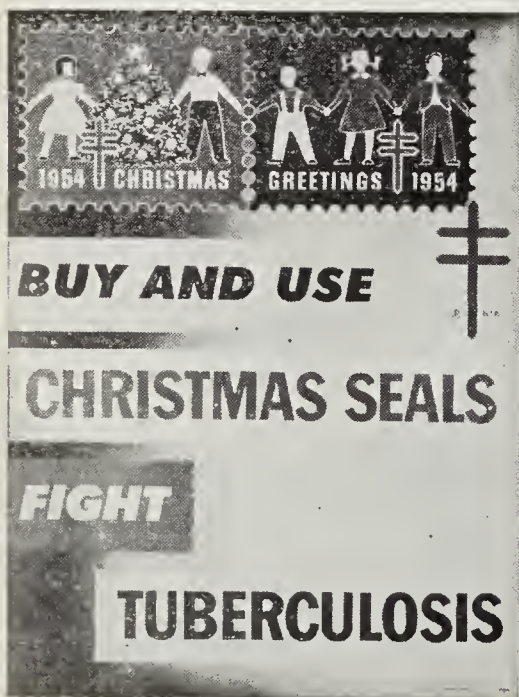
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### And Other Miscellaneous Items

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parade under the sponsorship of the service club. Proceeds from the show will be used for the club's eye conservation fund, which helps finance the purchase of glasses and eye examinations for the needy.

### Reading

Appeals from new 1955 assessments on theatre properties have been filed by owners, hearings now taking place at City Hall. They include: Schad Theatres, Inc., Astor, assessment, \$381,000; and Warner Theatres, Warner, assessment, \$230,000. Other theatre assessment appeals are expected to be filed.

Myerstown, Pa., in adjoining Lebanon County, approved a proposal to legalize football and baseball games on Sunday afternoons and evenings by a vote of 608 to 396. Observers see in the vote the approval of Sunday movies in the big borough the next time this issue comes up on a ballot for a citizens' decision.

Loew's assistant manager Ken Steckline spent a vacation at home.

David R. Jones, manager, Lemoyne, Pa., has purchased a new home in Cumberland Park, near Camp



Mary Garden, one of the most celebrated "Carmens" in the 70-year history of the Metropolitan Opera Association, recently visited Monty Salmon, managing director, Rivoli, New York City, and witnessed the 20th-Fox CinemaScope version of "Carmen Jones." She said the film "brought out the music of Bizet more wonderfully than the opera" and that "the entire production was exquisite."



Dick Powell, producer-director, RKO's "The Conqueror," recently arrived in New York for a series of interviews on the CinemaScope color epic, which marks his debut as a producer, although he has directed before.

Hill. . . Dr. and Mrs. Samuel Goldstein, owners, Paxtang, were recent visitors in Atlantic City, N. J., a combination business and pleasure trip.

Herman Levine, representing the interests leasing the Stanley Warner properties at 751-757 Penn Street, told an assessment appeal board that the \$230,000 realty assessment is far too high. Citing the slump in real estate values in the past two years, Levine said that rental income is not normal and also that the revenue from theatre operations is below that of previous years.

A number of theatres will schedule midnight shows on Thanksgiving eve or on the night of the holiday.

### Virginia Richmond

Leonard Gordon, president, Virginia Motion Picture Theatre Association, announced that the one-day exhibitors meeting originally planned for Dec. 8 had been cancelled. To replace this, in an effort to bring every possible Virginia exhibitor into the discussions of conditions and practices now existing in the industry, four meetings will be held throughout the state. The first of these was at the Hague Club, Norfolk on Nov. 23, with Sidney Bowden, Norfolk, as chairman. Other meetings will be held at the George Wythe Hotel, Wytheville, at noon on Nov. 30, with John Lester, Wytheville, as chairman; Natural Bridge Hotel, at noon on Dec. 1, with Charles Grimes, Washington, D. C., as chairman; and Jefferson Hotel, here, at noon on Dec. 2, with Sy Hoffman, Richmond, chairman. Both Gordon and Carlton Duffus, executive secretary of the association, will attend all of the regional meetings.

### Variety Club Tent 13, Philadelphia

The Tent's headquarters in the Bellevue-Stratford Hotel are now recognized as the most beautiful, not only of all the Variety Clubs in America, but of all the clubs in Philadelphia. An expenditure of over \$18,000 made it possible, and it is expected that there will be \$3,000 in addition spent for "extras".



## Allied Artists

(1953-54 releases from 5401;  
1954-55 releases from 5501)

(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- BOB MATHIAS STORY, THE**—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.
- BOWERY BOYS MEET THE MONSTERS, THE**—C—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- BOWERY TO BAGDAD**—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- HUMAN JUNGLE, THE**—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- KILLER LEOPARD**—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

### TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace—(5508).
- BLACK PRINCE, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- CODE THREE**—Bill Elliot, Keith Larsen, Helene Stanley.
- CRY VENGEANCE**—Mark Stevens, Joan Vohs, Martha Hyer—(5504).
- GOD'S ANGRY MAN**—Raymond Massey, Debra Paget, Jeffrey Hunter.
- HIGH SOCIETY**—Leo Gorcey, Huntz Hall, Amanda Blake.
- PORT OF HELL**—Dane Clark, Carole Mathews, Wayne Morris—(5505).
- RIDER OF THE RUBY HILLS**—Zachary Scott, Carole Mathews.
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley—(5503).
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—(5506).
- TWILIGHT ALLEY**—Richard Conte.

## Astor

- ROBOT MONSTER**—SFD—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).
- SLEEPING TIGER, THE**—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

### TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrard, Carmilla Horn—(English-made).

## Columbia

(1953-54 releases from 601; 1954-55 releases from 701)  
(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- AFFAIRS OF MESSALINA, THE**—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—108m.—see Nov. 3 issue—(Italian-made)—(Dubbed in English).
- BLACK DAKOTAS, THE**—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BLACK KNIGHT, THE**—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Filmed in England)—(719).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).
- CABIN MUTINY, THE**—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).

## MOTION PICTURE

# EXHIBITOR

## SERVISECTION

### The Check-Up of all features and shorts for an eight-month period

Published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York, N. Y. West Coast Representative: Paul Manning, 9075 West Pico Boulevard, Los Angeles 35, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; H. M. Miller, editor; Max Cades, business manager; George Nonamaker, Mel Konecuff, Al Erlick, associate editors.

Vol. 53, No. 4  
SECTION 2

NOVEMBER 24, 1954

- CANGACEIRO (The Bandit)**—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).
- CANNIBAL ATTACK**—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue—(718).
- CORONER CREEK**—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DETECTIVE, THE**—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).
- FIRE OVER AFRICA**—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).
- GUNFIGHTERS**—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).
- HELL BELOW ZERO**—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).

- INDISCRETION OF AN AMERICAN WIFE**—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).
- JUNGLE MAN-EATERS**—AD—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).
- LAW VS. BILLY THE KID, THE**—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MISS GRANT TAKES RICHMOND**—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).
- ON THE WATERFRONT**—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE**—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PHFFT**—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Kovak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B—(715).
- PUSHOVER**—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- SARACEN BLADE, THE**—Ricarda Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).
- THEY RODE WEST**—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).
- THREE HOURS TO KILL**—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

## KEY

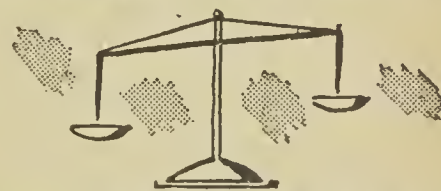
Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| AD—Adventure drama                  | MUCD—Musical comedy drama        |
| ACD—Action drama                    | MU—Musical                       |
| ACMU—Action musical                 | MUSAT—Musical satire             |
| ADMD—Adult melodrama                | MUW—Musical western              |
| BID—Biographical drama              | MY—Mystery                       |
| BIDMU—Biographical drama with music | MYC—Mystery comedy               |
| BUR—Burlesque                       | MYCM—Mystery comedy musical      |
| C—Comedy                            | MYD—Mystery drama                |
| CAR—Cartoon feature                 | MYMD—Mystery melodrama           |
| CD—Comedy drama                     | MYMU—Mystery musical             |
| CDMU—Comedy drama musical           | MYW—Mystery western              |
| CFAN—Comedy fantasy                 | NOV—Novelty                      |
| CFANMU—Comedy fantasy musical       | OPC—Operatic comedy              |
| CMD—Comedy melodrama                | OPD—Operatic drama               |
| CMU—Comedy musical                  | OD—Outdoor drama                 |
| COMP—Compilation                    | OMD—Outdoor melodrama            |
| COSMD—Costume melodrama             | PD—Psychological drama           |
| D—Drama                             | RD—Religious drama               |
| DFAN—Drama fantasy                  | ROMC—Romantic comedy             |
| DMU—Dramatic musical                | ROMCMU—Romantic comedy musical   |
| DOC—Documentary                     | ROMD—Romantic drama              |
| DOCD—Documentary drama              | ROMDMU—Romantic drama with music |
| DOCMD—Documentary melodrama         | SAT—Satire                       |
| ED—Educational feature              | SFD—Science fiction drama        |
| F—Farce                             | SCD—Sex comedy drama             |
| FAN—Fantasy                         | TRAV—Travelogue                  |
| FANMU—Fantasy musical               | W—Western                        |
| FMD—Farce musical                   | WC—Western comedy                |
| HISD—Historical drama               | WCMU—Western comedy musical      |
| MDMU—Melodrama musical              | WD—Western drama                 |
| MD—Melodrama                        | WMD—Western melodrama            |
| MUC—Musical comedy                  | WMDMU—Western melodrama musical  |
|                                     | WMU—Western musical              |

## HONEST OPINION



### based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!



CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.  
 DEADLOCK—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).  
 END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).  
 FIVE AGAINST THE HOUSE—Guy Madison, Kim Novak, Brian Keith.  
 GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).  
 IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.  
 JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.  
 LONG, GRAY LINE, THE—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).  
 MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).  
 MASTERSON OF KANSAS—George Montgomery, Nancy Gates—(Technicolor).  
 MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).  
 PIRATES OF TRIPOLI—Paul Henreid, Patricia Medina—(Technicolor)—(706).  
 PRISONER, THE—Alec Guinness, Jack Hawkins, Jeannette Sterke—(English-made).  
 PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).  
 RIOT ON PIER SIX—Arthur Franz, Beverly Garland.  
 SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).  
 STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).  
 TEN WANTED MEN—Randolph Scott, Jocelyn Brando—(Technicolor).  
 THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).  
 TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.  
 VIOLENT MEN, THE—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).  
 WOMEN'S PRISON—Ida Lupino, Jan Sterling, Howard Duff.  
 WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

## IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferrania-color)—(English narration).  
 APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).  
 BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).  
 GIRLS MARKED DANGER—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).  
 HELL RAIDERS OF THE DEEP—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Manisco—Exploitable import—93m.—see May 19 issue—Leg.: B—(Dubbed in English).  
 MELODY OF LOVE—MUCD—Giacomo Rondinella, Maria Fiore, Nadia Gray—Pleasant fare for the Italian spots—96m.—see May 5 issue—(English titles).  
 SENSUALITA—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed in English).  
 TARANTELLA NAPOLETANA—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 issue—(Gaevacolor)—(English titles).

### TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).  
 CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.  
 HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).  
 HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).  
 LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.  
 THEODORA, SLAVE EMPRESS—Ginna Maria Canale, Georges Marchal, Renato Baldini—(Pathe Color)—(Dubbed in English).  
 TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).  
 VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).  
 WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

## Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

RIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).  
 FANGS OF THE WILD—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).  
 HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).  
 MONSTER FROM THE OCEAN FLOOR—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).  
 PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).  
 RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).  
 TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).  
 THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).  
 UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).  
 WE WANT A CHILD—D—Ib Schonberg, Ruth Breinholt, Jorgen Efenberg—Sex drama should have interest for restricted or segregated audiences—76m.—see May 5 issue—Leg.: C—(Swedish-made)—(Dubbed in English)—(5324).

### TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Gloria Jean, Richard Denning.  
 BLACK PEARL, THE—Wayne Morris, Dorothy Patrick—(Color)—(Made in Hawaii).  
 BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(AnascoColor)—(Made in El Salvador)—(5407).  
 DEADLY GAME—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).  
 GLASS TOMB—John Ireland—(English-made)—(5409).  
 RACE FOR LIFE, A—Richard Conte, Mari Aidon—(English-made)—(5403).  
 SHOCK—Brian Donlevy, Margia Dean, Jack Warner—(Made in England).  
 SIEGE, THE—(Italian-made)—(5323)—63m.  
 SILENT RAIDERS—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.  
 SILVER STAR, THE—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney.  
 THEY WERE SO YOUNG—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

## Metro

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this off-beat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(507)—(1.75-1).  
 BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).  
 BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).  
 BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(Anasco Color)—(CinemaScope)—(502).  
 CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(511)—(1.75-1).  
 DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).  
 FLAME AND THE FLESH—D—Lana Turner, Pier Angeli, Carlos Thompson—Name draw will have to make the difference—104m.—see May 5 issue—Leg.: B—(Technicolor)—(Made in Italy)—(421)—(1.75-1).  
 GONE WITH THE WIND—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).  
 HER TWELVE MEN—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnascoColor)—(Print by Technicolor)—(429)—(1.75-1).  
 JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(510)—(1.75-1).

MEN OF THE FIGHTING LADY—DOCD—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(Anasco Color)—(Print by Technicolor)—(425)—(1.75-1).

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—1.75-1).

SEVEN BRIDES FOR SEVEN BROTHERS—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(AnascoColor)—(CinemaScope)—(426).

STUDENT PRINCE, THE—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(Anasco Color)—(CinemaScope)—(424).

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue—(509).

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B—(508).

VALLEY OF THE KINGS—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

### TO BE REVIEWED OR IN PRODUCTION

BAD DAY AT BLACK ROCK—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color)—(CinemaScope).  
 BOULEVARD IN PARIS—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).  
 DEEP IN MY HEART—Jose Ferrer, Merle Oberon, Doe Avedon—(Print by Technicolor)—(512)—(1.75-1)—132m.  
 GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).  
 GREEN FIRE—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).  
 HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).  
 INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).  
 INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).  
 IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).  
 JUPITER'S DARLING—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).  
 LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor).  
 MANY RIVERS TO CROSS—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).  
 MARAUDERS, THE—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).  
 MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).  
 PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).  
 SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

## Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

ABOUT MRS. LESLIE—D—Shirley Booth, Robert Ryan, Marjorie Millar—Star draw should make the difference—104m.—see May 5 issue—Leg.: B—(5321).  
 GREATEST SHOW ON EARTH, THE—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).  
 LIVING IT UP—MUC—Dean Martin, Jerry Lewis, Janet Leigh—High rating comedy—95m.—see May 5 issue—(Technicolor)—(5320).  
 REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor)—(R-5403).  
 REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).  
 SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).  
 SECRET OF THE INCAS—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).



**THREE RING CIRCUS**—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).

**WHITE CHRISTMAS**—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(5430)—(PS).

#### TO BE REVIEWED OR IN PRODUCTION

**AIR COMMAND**—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).

**BRIDGES AT TOKO-RI, THE**—William Holden, Fredric March, Grace Kelly, Mickey Rooney—(Technicolor)—(5405)—(PS).

**CONQUEST OF SPACE**—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).

**COUNTRY GIRL, THE**—Bing Crosby, William Holden, Grace Kelly—(5409).

**COURT JESTER, THE**—Danny Kaye, Glynis Johns—(Technicolor)—(VistaVision)—(PS).

**DESPERATE HOURS, THE**—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).

**EDDIE FOY STORY, THE**—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).

**GIRL RUSH, THE**—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).

**LOVE IS A WEAPON**—John Payne, Mary Murphy—(Technicolor)—(VistaVision)—(PS).

**MAMBO**—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).

**LUCY GALLANT**—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

**ROSE TATTOO, THE**—Burt Lancaster, Anna Magnani, Marisa Pavan.

**RUN FOR COVER**—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS).

**TEN COMMANDMENTS, THE**—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

**TO CATCH A THIEF**—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).

**TWO CAPTAINS WEST**—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

**TROUBLE WITH HARRY, THE**—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

**ULYSSES**—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).

**WE'RE NO ANGELS**—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

**YOU'RE NEVER TOO YOUNG**—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

## RKO

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**AFRICA ADVENTURE**—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

**BADMAN'S TERRITORY**—W—Randolph Scott, Ann Richards, George "Gabby" Hayes—Scott name should help reissue—98m.—see May 5 issue—(476).

**EVERY GIRL SHOULD BE MARRIED**—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).

**GUNGA DIN**—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).

**HANS CHRISTIAN ANDERSEN**—DMU—Danny Kaye, Farley Granger, Jeanmaire—Star value will make the difference in general release—111m.—see Sept. 8 issue—(Technicolor)—(551).

**HANSEL AND GRETEL**—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—70m.—see Oct. 6 issue—(Technicolor).

**LOST PATROL, THE**—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).

**PASSION**—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).

**SHE WORE A YELLOW RIBBON**—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue—(Technicolor)—(572).

**SILVER LODGE**—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Print by Technicolor)—(413).

**SINS OF ROME**—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg: B—(Italian-made)—(Dubbed in English)—(414).

**SPANISH MAIN, THE**—MD—Maureen O'Hara, Paul Henreid, Walter Slezak—Reissue has the names to help 100m.—see May 5 issue—(Technicolor)—(475).

**STATION WEST**—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).

**SUSAN SLEPT HERE**—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg: B—(Technicolor)—(501).

**THING FROM ANOTHER WORLD, THE**—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—80m.—see June 2 issue—(477).

**THIS IS MY LOVE**—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg: B—(Pathe Color)—(504).

**WINDOW, THE**—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

#### TO BE REVIEWED OR IN PRODUCTION

**AMERICANO, THE**—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor).

**CATTLE QUEEN OF MONTANA**—Barbara Stanwyck, Ronald Reagan—(Technicolor)—(505).

**CONQUEROR, THE**—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).

**ESCAPE TO BURMA**—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

**JET PILOT**—John Wayne, Janet Leigh, J. C. Filppon—119m.—(Technicolor)—(SuperScope).

**QUEST FOR THE LOST CITY**—Dana and Ginger Lamb—(Color)—(Made in Guatemala).

**SEVEN BAD MEN**—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).

**SON OF SINBAD**—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

**TARZAN'S HIDDEN JUNGLE**—Gordon Scott, Vera Miles—(507).

**UNDERWATER!**—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(Superscope)—(506).

## Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)  
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

**JOHNNY GUITAR**—ODMU—Joan Crawford, Sterling Hayden, Mercedes McCambridge—Crawford draw will be the most important factor in the selling—110m.—see May 5 issue—(Trucolor)—(5307).

**LAUGHING ANNE**—MD—Wendell Corey, Margaret Lockwood, Forrest Tucker—Interesting melodrama has the angles—90m.—see May 5 issue—Leg: B—(Technicolor)—(Made in England)—(5305).

**OUTCAST, THE**—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).

**ROOGIE'S BUMP**—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).

**SAVAGE FRONTIER**—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).

**SHANGHAI STORY, THE**—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).

**SHE WOLF, THE**—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—91m.—see Oct. 20 issue—Leg: B—(Italian-made)—(Dubbed in English).

**TOBOR THE GREAT**—SFD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).

**UNTAMED HEIRESS**—C—Judy Canova, Donald "Red" Barry, George Cleveland—For the lower half—70m.—see May 5 issue—(5325).

#### TO BE REVIEWED OR IN PRODUCTION

**ADMIRAL HOSKINS STORY**—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

**AFRICAN MANHUNT**—Myron Healey, Karen Booth, John Kellog.

**ATOMIC KID, THE**—Mickey Rooney, Elaine Davis, Robert Strauss.

**CAROLINA CANNONBALL**—Judy Canova, Ross Elliott, Andy Clyde.

**HELL'S OUTPOST**—Rod Cameron, Joan Leslie, John Russell.

**MAGIC FIRE**—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

**SANTA FE PASSAGE**—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

**TIMBERJACK**—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Trucolor).

**TROUBLE IN THE GLEN**—Margaret Lockwood, Orson Welles, Forrest Tucker—(Trucolor)—(Made in England).

## 20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

**ADVENTURES OF HAJJI BABA, THE**—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(424).

**BLACK 13**—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made)—(428).

**BLACK WIDOW**—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).

**BROKEN LANCE**—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

**CARMEN JONES**—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(422).

**DEMETRIUS AND THE GLADIATORS**—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).

**DESIREE**—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).

**EGYPTIAN, THE**—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(420).

**FLIGHT OF THE WHITE HERON**—see Royal Tour of Queen Elizabeth and Philip, The

**GAMBLER FROM NATCHEZ, THE**—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg: B—(Print by Technicolor)—(417).

**GARDEN OF EVIL**—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).

**GORILLA AT LARGE**—MYMD—Cameron Mitchell, Anne Bancroft, Lee J. Cobb—Exploitable programmer—84m.—see May 5 issue—Leg: B—(Technicolor)—(3-D and 2-D)—(406).

**ORCHESTRA WIVES**—MUCD—Glenn Miller and Orchestra, George Montgomery, Ann Rutherford—Reissue has the names to help—98m.—see May 5 issue—(445).

**PRINCESS OF THE NILE**—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duallers—71m.—see June 16 issue—(Technicolor)—(414).

**RAID, THE**—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

**RIVER OF NO RETURN**—OACD—Robert Mitchum, Marilyn Monroe, Rory Calhoun—Name draw will make the difference—91m.—see May 5 issue—Leg: B—(Technicolor)—(CinemaScope)—(405).

**ROCKET MAN, THE**—CD—Charles Coburn, Spring Byington, George Winslow—Okeh programmer for the duallers—79m.—see May 5 issue—(412).

**ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE** (Flight of The White Heron)—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).

**SUN VALLEY SERENADE**—MUC—Sonja Henie, John Payne, Glenn Miller—Reissue has the names and angles—86m.—see May 5 issue—(446).

**THREE COINS IN THE FOUNTAIN**—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Technicolor)—(CinemaScope)—(413).

**WOMAN'S WORLD**—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

#### TO BE REVIEWED OR IN PRODUCTION

**DEVIL'S HARBOR**—Richard Arlen, Greta Gynt, Mary Germaine—71m.—(429).

**LIFE IN THE BALANCE**, A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).

**MAN CALLED PETER**, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope).

**OTHER WOMAN, THE**—Hugo Haas, Cleo Moore—81m.—(430).

**OUTLAW'S DAUGHTER, THE**—Bill Williams, Kelly Ryan, Jim Davis—(Eastman Color)—(427).

**PRINCE OF PLAYERS**—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).

**RACERS, THE**—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).

**SEVEN YEAR ITCH, THE**—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

**SOLDIER OF FORTUNE**—Clark Gable, Susan Hayward—(Color)—(CinemaScope).

**TALL MEN, THE**—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).

**THAT LADY**—Olivia DeHavilland, Gilbert Roland, Francoise Rosay—(Color)—(CinemaScope)—(Made in England).

**THERE'S NO BUSINESS LIKE SHOW BUSINESS**—Ethel Merman, Dan Dailey, Marilyn Monroe, Donald O'Connor, Mitzi Gaynor, Johnnie Ray—(Color by DeLuxe)—(CinemaScope)—(426).

**UNTAMED**—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).

**WHITE FEATHER**—Robert Wagner, Debra Paget, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico).

## United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**ADVENTURES OF ROBINSON CRUSOE**—AD—Dan O'Herlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers—Ehrlich)—(2-1).



**APACHE—MD—**Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).

**BAREFOOT CONTESSA, THE—D—**Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75-1).

**CAPTAIN KIDD AND THE SLAVE GIRL—MD—**Anthony Dexter, Eva Gabor, Alan Hale, Jr.—Far the lower half—83m.—see June 2 issue—Leg.: B—(Color)—(Wisberg-Pollexfen).

**CHALLENGE THE WILD—DOC—**George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).

**CROSSED SWORDS—COSMD—**Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

**DIAMOND WIZARD, THE—MD—**Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

**DOWN THREE DARK STREETS—MD—**Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

**GOG—SFMD—**Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).

**GOLDEN MISTRESS, THE—MD—**John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor)—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

**HOBSON'S CHOICE—C—**Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).

**JESSE JAMES' WOMEN—W—**Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75-1).

**KHYBER PATROL—MD—**Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

**KIDNAPPERS, THE (Little Kidnappers, The)—D—**Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank)—(1.66-1).

**LAWLESS RIDER, THE—W—**Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West).

**LITTLE KIDNAPPERS, THE—**see Kidnappers, The.

**LONG WAIT, THE—MYMD—**Anthony Quinn, Charles Coburn, Peggie Castle—Interesting meller—93m.—see May 5 issue—Leg.: B—(Saville)—(1.75-1).

**MALTA STORY—HISMD—**Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

**MAN WITH A MILLION—C—**Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

**OPERATION MANHUNT—MD—**Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV).

**RETURN TO TREASURE ISLAND—AD—**Tab Hunter, Dawn Addams, Porter Hall—Far the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).

**SHIELD FOR MURDER—MD—**Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

**SITTING BULL—OMD—**Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

**SNOW CREATURE—MD—**Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder).

**STEEL CAGE, THE—COMP—**Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

**SUDDENLY—MD—**Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

**TWIST OF FATE—MD—**Ginger Rogers, Herbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—(Made in France)—(Setton)—(1.85-1).

**VICTORY AT SEA—DOC—**Well-made documentary—97m.—see June 2 issue—(Salomon).

**YELLOW TOMAHAWK—MD—**Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—(Color)—(Schenck-Koch)—(1.75-1).

**YOU KNOW WHAT SAILORS ARE—C—**Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

TO BE REVIEWED OR IN PRODUCTION

**BATTLE TAXI—**Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).

**BEACHCOMBER, THE—**Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).

**BIG HOUSE, U. S. A.—**Broderick Crawford, Ralph Meeker—(Bel-Air).

**BLACK TUESDAY—**Edward G. Robinson, Jean Parker—(Goldstein).

**FIREBIRD, THE—**Ellen Rasch, international ballet and opera cast—(Lesser)—(Gevacolor).

**GENTLEMEN MARRY BRUNETTES—**Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

**GOOD DIE YOUNG, THE—**Richard Basehart, Gloria Grahame, John Ireland—(Romulus).

**KENTUCKIAN, THE—**Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

**LILACS IN THE SPRING—**Errol Flynn, Anna Neagle—(Color)—(Wilcox).

**MARTY—**Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

**NIGHT OF THE HUNTER, THE—**Robert Mitchum, Shelley Winters—(Gregory).

**NOT AS A STRANGER—**Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

**OTHELLO—**Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).

**PURPLE PLAIN, THE—**Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

**RING AROUND SATURN—**electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

**ROBBERS ROOST—**George Montgomery, Bruce Bennett—(Eastman Color)—(Goldstein-Jacks).

**ROMEO AND JULIET—**Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).

**STAR OF INDIA—**Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

**STRANGER ON HORSEBACK—**Joel McCrea, Miroslava—(Color)—(Goldstein).

**SUMMERTIME—**Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).

**TIGER AND THE FLAME, THE—**Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

**TOP OF THE WORLD—**Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Landmark).

**VERA CRUZ—**Gary Cooper, Burt Lancaster, Denise Darcel—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).

**WHITE ORCHID, THE—**William Lundigan, Peggie Castle—(Color)—(Le Borg).

Universal-International

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ALWAYS A BRIDE—C—**Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).

**BENGAL BRIGADE—**Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor)—(501).

**BLACK HORSE CANYON—OD—**Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81½m.—see June 2 issue—(Technicolor)—(423)—(2-1).

**BLACK SHIELD OF FALWORTH, THE—MD—**Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular)—(432).

**DAWN AT SOCORRO—MD—**Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

**DRUMS ACROSS THE RIVER—OD—**Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).

**EGG AND I, THE—C—**Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).

**FIREMAN, SAVE MY CHILD—F—**Spike Jones and the City Slickers, Buddy Hackett, Hugh O'Brian, Adele Jergens—Zany novelty has laughs and cornball humor—80m.—see May 5 issue—(421)—(1.85-1).

**FOUR GUNS TO THE BORDER—OD—**Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

**FRANCIS JOINS THE WACS—C—**Danald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85-1).

**HIGH AND DRY—C—**Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank)—(486).

**JOHNNY DARK—ACD—**Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).

**MAGNIFICENT OBSESSION—ROMD—**Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(428)—(2-1).

**NAKED ALIBI—MD—**Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).

**RICOCHET ROMANCE—C—**Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(504)—(1.85-1).

**SIGN OF THE PAGAN—MD—**Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope)—(505)—(2-D)—(506).

**SO THIS IS PARIS—MUC—**Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).

**TANGANYIKA—ACD—**Van Heflin, Ruth Roman, Haward Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

**ABBOTT AND COSTELLO IN THE MUMMY—**But Abbott, Lou Costello.

**ABBOTT AND COSTELLO MEET THE KEYSTONE COPS—**Bud Abbott, Lou Costello, Lynn Bari.

**CAPTAIN LIGHTFOOT—**Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

**CHIEF CRAZY HORSE—**Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

**CULT OF THE COBRA—**Faith Domergue, Richard Long, Marshall Thompson.

**DESTROY—**Audie Murphy, Marl Blanchard, Lori Nelson—(Print by Technicolor).

**FAR COUNTRY, THE—**James Stewart, Ruth Roman, Carinne Calvert—(Technicolor)—(2-1).

**FOXFIRE—**Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

**JUSTICE COMES TO TOMAHAWK—**Lex Barker, Mara Corday, Stephen McNally—(Color).

**LADY GODIVA OF COVENTRY—**Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

**LAND OF FURY—**Jack Hawkins, Glynis Johns—(Eastman Color)—(Made in New Zealand)—(Rank).

**LOOTERS, THE—**Rory Calhoun, Julie Adams, Thomas Gomez.

**MA AND PA KETTLE AT WAIKIKI—**Marjorie Main, Percy Kilbride, Lori Nelson.

**MAN WITHOUT A STAR—**Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

**PURPLE MASK, THE—**Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

**REVENGE OF THE CREATURE—**John Agar, Lori Nelson, John Bramfield—(3-D and 2-D).

**SHRIKE, THE—**Jose Ferrer, June Allyson, Kendall Clark.

**SIX BRIDGES TO CROSS—**Tony Curtis, Julie Adams, George Nader.

**SMOKE SIGNAL—**Dana Andrews, Piper Laurie—(Print by Technicolor).

**THIRD GIRL FROM THE RIGHT—**Rory Calhoun, Piper Laurie, Mamie Van Doren—(Technicolor).

**THIS ISLAND EARTH—**Rex Reason, Faith Domergue—(Technicolor)—(2-1).

**TO HELL AND BACK—**Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

**WEST OF ZANZIBAR—**Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made in East Africa)—(Rank) (503).

**YELLOW MOUNTAIN, THE—**Lex Barker, Mala Powers—(Print by Technicolor)—(2-1)—(510).

Warners

(1953-54 releases from 301;  
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BOUNTY HUNTER, THE—OMD—**Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

**DIAL M FOR MURDER—MD—**Ray Milland, Grace Kelly, Robert Cummings—High rating—105m.—see May 5 issue—(WarnerColor)—(327)—(1.85-1).

**DRAGNET—MD—**Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

**DRUM BEAT—MD—**Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

**DUEL IN THE JUNGLE—MD—**Dana Andrews, Jeanne Crain, David Farrar—Names should help akeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

**FORCE OF ARMS—**see Girl for Joe, A

**GIRL FOR JOE, A (Farce of Arms)—ROMD—**William Holden, Nancy Olson, Frank Lovejoy—Reissue has the names and angles—100m.—(see May 5 issue)—(325).

**GUY WITH A GRIN, A (No Time for Comedy)—CD—**James Stewart, Rosalind Russell, Genevieve Tobin—Names should help reissue—93m.—see May 5 issue—(326).

**HIGH AND THE MIGHTY, THE—D—**John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).

**KING RICHARD AND THE CRUSADERS—COSMD—**Rex Harrison, Virginia Maya, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

**NO TIME FOR COMEDY—**see Guy With a Grin, A

**RING OF FEAR—NOVMD—**Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).



**STAR IS BORN, A**—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—182m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

**TRACK OF THE CAT**—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(405).

## TO BE REVIEWED OR IN PRODUCTION

**ANIMAL WORLD, THE**—Nature documentary—(WarnerColor).

**BATTLE CRY**—Aldo Ray, Mona Freeman, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

**BLOOD ALLEY**—Robert Mitchum, Lauren Bacall.

**EAST OF EDEN**—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

**HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

**JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss.

**LAND OF THE PHAROHS**—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

**MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

**MOBY DICK**—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

**RIVER CHANGES, THE**—Rosanna Rory, Harold Marisch.

**SEA CHASE, THE**—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

**SILVER CHALICE, THE**—Virginia Maya, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope)—(408).

**STRANGE LADY IN TOWN**—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

**TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

**TARGET ZERO**—Richard Conte, Peggie Castle.

**YOUNG AT HEART**—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor)—(Print by Technicolor)—(409).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**CHAMPAGNE SAFARI**—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

**DUEL IN THE SUN**—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

**EGYPT BY THREE**—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmmakers).

**FORBIDDEN WOMEN**—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

**GARDEN OF EDEN**—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

**HALF WAY TO HELL**—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

**JAMBOREE**—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

**KARAMOJA**—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

**KILL HIM FOR ME**—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

**MYSTERY LAKE**—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Anasco Color)—(Lansburgh).

**OUR BIBLE—HOW IT CAME TO US**—DOC—For the religious spots—90m.—see May 19 issue—(American Bible Society).

**PRIVATE HELL 36**—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmmakers).

**SAVAGE WORLD**—TRAV—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).

**UNCONQUERED, THE**—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

**UNCOVER GIRLS**—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

**VANISHING PRAIRIE, THE**—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

**VARIETEASE**—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

**WORLD WITHOUT END**—DOC—Interesting documentary has limited scope—56 1/2m.—see May 19 issue—(Made in Mexico and Siam)—(United Nations).

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ADVENTURE IN ODESSA**—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**ANA-TA-HAN** (Devil's Pitchfork, The)—AD—Akemi Negishi, Suganuma, Sawamura—Import has plenty of exploitation angles—90m.—see May 19 issue—(Japanese-made)—(English narration)—(Arias).

**ANGELIKA**—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

**ANNA CROSS, THE**—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**ASCENT TO HEAVEN**—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

**ATTACK FROM THE SEA**—HISD—I. Pereverzev, G. Yudin, V. Druzhnikov—War film is suitable for the Russian spots—88m.—see May 19 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

**BALLET CONCERT**—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).

**BAREFOOT BATTALION**—D—Maria Costi, Nicos Femas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).

**BRIDE WITH A DOWRY**—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**CAROLINE CHERIE**—CD—Martine Carol, Jacques Dacqmine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).

**CASPIAN STORY**—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian-made)—(Color)—(Artkino).

**CITY OF VIOLENCE**—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

**CRIMSON FLOWER, THE**—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

**DANCING WITH CRIME**—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screen-craft).

**DAUGHTERS OF DESTINY**—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is Okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

**DESIRES**—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

**DEVIL'S PITCHFORD, THE**—See Ana-Ta-Han

**DIRTY HANDS**—D—Pierre Brasseur, Daniel Gelin, Monique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).

**DREAMS OF LOVE**—BIDMU—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

**EDGE OF DIVORCE**—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

**FLAMENCO**—MU—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).

**FOUR WAYS OUT**—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

**FRENCH TOUCH, THE**—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

**GOOD BEGINNING, THE**—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

**HALF A CENTURY OF SONGS**—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

**HAPPY CHILDHOOD**—DOC—Soviet propaganda entry has limited appeal—38m.—see May 19 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

**ILLICIT INTERLUDE**—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—(Swedish-made)—(English titles)—(Hakim).

**INSPECTOR GENERAL, THE**—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nosova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**IT HAPPENED IN IRELAND**—C—Harry O'Donovan, Paddy More, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Rogers-Unger).

**JOHN WESLEY**—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Foir biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

**KHAMISHIA—FIVE TALES FROM ISRAEL**—COMP—Sharona Aron, Shoshana Ravid, Avraham Tene—Competent Israeli import for the art spots—110m.—see May 19 issue—(Israeli-made)—(English dialogue)—(Israel-American).

**KINGDOM ON THE WATERS, A**—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

**LE PLAISIR**—COMP—Claude Dauphin, Gaby Morlay, Danielle Darrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).

**LOVERS, HAPPY LOVERS**—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

**MISTRESS, THE**—D—Vera Pashennaya, Mikhail Zharov, N. Shamin—Soviet import is Okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).

**MOMENT OF TRUTH, THE**—D—Michele Morgan, Jean Gabin, Walter Chiari—Names should help at the art houses—87m.—see May 19 issue—(French-made)—(English titles)—(Arlan).

**MR. HULOT'S HOLIDAY**—C—Jacques Tati, Nathalie Pascaud, Michelle Rolla—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).

**OPERATION DIPLOMAT**—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

**PARIS INCIDENT**—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

**QUEEN IN AUSTRALIA, THE**—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferraniacolor)—(Australian-made)—(Australian News and Information Bureau).

**RED INN, THE**—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

**RUNAWAY BUS, THE**—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

**SCOTCH ON THE ROCKS**—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

**SIDE STREET STORY**—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

**SKANDERBEG**—HISD—Akaki Khava, Besa Imani, Advie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**SPELL OF IRELAND, THE**—TRAV—Okeh for Irish audiences—77m.—see May 19 issue—(Color)—(16mm. only)—(Celtic).

**STARS OF THE RUSSIAN BALLET**—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

**STRATFORD ADVENTURE, THE**—DOC—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

**SUNDERIN (THE STORY OF A SINNER)**—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

**UGETSU**—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

**WELCOME THE QUEEN**—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).



# The Shorts Parade

(Notings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3833, 3834, 3835 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Columbia</b>					
<b>Two Reel COMEDIES</b>					
<b>ALL-STAR (6)</b>					
6411	(Sept. 10)	Oh Say Can You Sue (Clyde)	F	16m. 3622	
6412	(Oct. 29)	A-Hunting They Did Go (Quillon-Vernon)	F	16 1/2m. 3656	
6413	(Nov. 26)	Down the Hatch (Mimmo)	F	17 1/2m. 3673	
6414	(Jan. 7)	Doggie in the Bedroom (Quillon-Vernon)	F	16 1/2m. 3706	
6415	(May 13)	Tooting Tooters (Clyde)	F	17m. 3773	
6416	(June 17)	Two April Fools (Clyde)	F	16 1/2m. 3798	
<b>(1954-55) (6)</b>					
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m. 3873	
7412	(Dec. 9)	Kids Will Be Kids		16m.	
<b>ASSORTED FAVORITE REPRINTS (6)</b>					
6421	(Sept. 17)	Wife Decoy (Herbert)	F	17m. 3614	
6422	(Oct. 22)	Silly Billy (Burke)	F	18m. 3630	
6423	(Dec. 17)	Strife of the Party (Vague)	B	16m. 3645	
6424	(Feb. 11)	Oh, Baby! (Herbert)	F	18 1/2m. 3699	
6425	(Mar. 11)	Two Nuts in a Rut (Schilling-Lane)	F	18m. 3706	
6426	(Apr. 29)	She Snoops to Conquer (Vague)	F	17 1/2m. 3730	
<b>(1954-55) (6)</b>					
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m. 3841	
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m. 3856	
7423	(Dec. 2)	Cupid Goes Nuts (Vague)			
<b>COMEDY FAVORITE RE-RELEASES (6)</b>					
6431	(Oct. 15)	Holf Shot At Sunrise	F	16m. 3630	
6432	(Nov. 12)	Meet Mr. Mischief	G	17 1/2m. 3638	
6433	(Jan. 14)	Love at First Fright	F	16m. 3682	
6434	(Feb. 25)	Get Along Little Hubby	F	19m. 3722	
6435	(Mar. 4)	Sloppily Married	F	16 1/2m. 3706	
6436	(July 8)	Fiddling Around	G	17 1/2m. 3788	
<b>(1954-55) (6)</b>					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m. 3865	
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16 1/2m. 3865	
7433	(Dec. 16)	The Good Bad Egg (DeRito)			
<b>SERIALS (4)</b>					
6120	(Sept. 17)	The Great Adventures of Captain Kidd	G	15ep. 3615	
6140	(Dec. 31)	Jungle Raiders (Reissue)	G	15ep. 3645	
6160	(Apr. 15)	Gunfighters of the Northwest	F	15ep. 3739	
6180	(July 29)	Batman (Reissue)	G	15ep. 3779	
<b>(1954-55) (4)</b>					
7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	
<b>THE THREE STOOGES (8)</b>					
6401	(Sept. 3)	Rip, Saw and Stitch	F	17m. 3630	
6402	(Oct. 8)	Bubble Trouble	F	16 1/2m. 3630	
6403	(Dec. 3)	Goof on the Roof	F	16 1/2m. 3673	
6404	(Feb. 4)	Income Tax Sappy	F	16 1/2m. 3706	
6405	(Mar. 18)	Spooks (2-D)	G	15 1/2m. 3706	
6406	(Apr. 15)	Pardon My Backfire (2-D)	E	16m. 3730	
6407	(May 13)	Musty Musketeers	F	16m. 3758	
6408	(June 3)	Pals and Gals	G	17m. 3773	
<b>(1954-55) (8)</b>					
7401	(Sept. 2)	Knutzy Knights	G	17 1/2m. 3841	
7402	(Oct. 7)	Shot In The Frontier	F	16m. 3873	
7403	(Nov. 4)	Scotched in Scotland			
<b>THE THREE STOOGES (3-D)</b>					
6440	(Aug. 15)	Pardon My Backfire	E	16m. 3614	
<b>One Reel</b>					
<b>CANDID MICROPHONES (5)</b>					
6551	(Sept. 10)	No. 1	F	10m. 3631	
6552	(Dec. 10)	No. 2	F	9 1/2m. 3676	
6553	(Feb. 18)	No. 3	G	10m. 3723	
6554	(Mar. 18)	No. 4	F	10m. 3758	
6555	(June 24)	No. 5	G	10m. 3806	
<b>(1954-55) (Reissues)</b>					
7551	(Sept. 23)	Series 1, No. 1	E	10m. 3843	
7552	(Dec. 2)	Series 1, No. 2			
<b>COLOR FAVORITES (15) (Technicolor) (Reissues)</b>					
6601	(Sept. 24)	Carnival Courage	F	7m. 3615	
6602	(Oct. 8)	Fiesta Time	G	7 1/2m. 3631	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6603	(Nov. 5)	Room and Bored	G	7 1/2m. 3639	
6604	(Nov. 26)	A Boy, A Gun And Birds	F	7m. 3639	
6605	(Dec. 17)	Skeleton Frolic	F	7m. 3657	
6606	(Jan. 7)	Tree For Two	G	7 1/2m. 3683	
6607	(Feb. 11)	Way Down Yonder in the Corn	G	7 1/2m. 3683	
6608	(Feb. 28)	Dog, Cat, and Canary	F	6m. 3707	
6609	(Mar. 31)	The Egg Yeag	F	7 1/2m. 3707	
6610	(May 13)	The Way of All Pests	G	7m. 3731	
6611	(May 27)	Amoozin But Confoozin	F	8m. 3730	
6612	(June 17)	A Cat, a Mouse, and a Bell	G	7m. 3747	
6613	(June 24)	The Disillusioned Bluebird	B	7m. 3750	
6614	(July 8)	Mr. Moocher	F	7m. 3783	
6615	(July 22)	The Herring Murder Mystery	F	7m. 3783	
<b>(1954-55) (15)</b>					
7601	(Sept. 2)	Imagination	E	8m. 3842	
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m. 3857	
7603	(Nov. 4)	A-Hunting We Won't Go	G	7 1/2m. 3866	
7604	(Nov. 25)	Gifts From the Air			
7605	(Dec. 9)	Mysto Fox			
<b>MR. MAGOO (4) (Technicolor)</b>					
6701	(Nov. 19)	Magoo Slept Here	G	7m. 3657	
6702	(Mar. 11)	Magoo Goes Skiing	G	7m. 3722	
6703	(July 1)	Kangaroo Courting	G	7m. 3798	
6704	(Dec. 16)	Destination Magoo			
<b>MR. MAGOO SPECIAL (Technicolor) (CinemaScope)</b>					
(.....)		When Magoo Flew	E	7m. 3857	
<b>(1954-55) (1)</b>					
7999	(Sept. 2)	Autumn in Rome	G	8m. 3843	
<b>SCREEN SNAPSHOTS (10) (Series 33)</b>					
6851	(Sept. 17)	Hollywood Stuntmen	G	10 1/2m. 3631	
6852	(Oct. 22)	Hollywood Lough Parade	G	10m. 3657	
6853	(Nov. 19)	Men of the West	G	10m. 3676	
6854	(Dec. 24)	Hollywood's Great Entertainers	F	10 1/2m. 3707	
6855	(Jan. 2)	Memories in Uniform	F	10 1/2m. 3715	
6856	(Feb. 25)	Hollywood Stars to Remember	G	10m. 3720	
6857	(Mar. 25)	Hollywood Goes to Mexico	F	10 1/2m. 3723	
6858	(May 6)	Hula From Hollywood	F	10m. 3758	
6859	(June 10)	Hollywood's Invisible Man	F	9m. 3843	
6860	(July 15)	Hollywood Grows Up	G	10 1/2m. 3843	
<b>(1954-55) (10)</b>					
7851	(Sept. 23)	Hollywood Movies March On	G	10m. 3843	
7852	(Oct. 21)	Hollywood Stars On Parade	F	9 1/2m. 3874	
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life			
<b>THRILLS OF MUSIC (6) (Reissues)</b>					
6951	(Sept. 24)	George Towne and Orch.	F	10m. 3616	
6952	(Nov. 26)	Boyd Raaburn and Orch.	G	10m. 3639	
6953	(Dec. 24)	Cloude Thornhill and Orch.	G	10m. 3646	
6954	(Feb. 4)	Machito and Orch.	G	10m. 3699	
6955	(Apr. 1)	Charlie Borne and Orch.	G	10 1/2m. 3731	
6956	(June 3)	Sketch Henderson and Orch.	G	10m. 3767	
<b>(1954-55) (6)</b>					
7951	(Sept. 9)	Ted Weems and Orch.	G	10m. 3843	
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m. 3866	
7953	(Dec. 23)	The Lecuono Cuban Boys			
<b>TOPNOTCHERS (2)</b>					
6901	(Apr. 15)	Conine Crimebusters	G	10m. 3758	
6902	(May 27)	Push Back the Edge	G	10m. 3774	
<b>UPA ASSORTED CARTOONS (4) (Technicolor)</b>					
6501	(Jan. 14)	Bringing Up Mother	E	7m. 3707	
6502	(Feb. 11)	Ballet-Oop	E	7 1/2m. 3706	
6503	(Apr. 8)	The Man on the Flying Trapeze	G	7m. 3758	
6504	(June 17)	Fudget's Budget	E	7m. 3773	
<b>(1954-55) (4)</b>					
7501	(Sept. 9)	How Now Boing Boing	E	7 1/2m. 3842	
<b>UPA CARTOON SPECIAL (2)</b>					
6509	(Sept. 24)	A Unicorn In The Garden	E	7m. 3631	
6510	(Dec. 17)	The Tell Tale Heart	E	8m. 3631	
<b>WORLD OF SPORTS (10)</b>					
6801	(Sept. 24)	Assault and Mat-tery	F	10m. 3631	
6802	(Oct. 15)	Hockey Thrills And Spills	F	9 1/2m. 3657	
6803	(Nov. 12)	Snow Speedsters	F	10 1/2m. 3683	
6804	(Dec. 17)	Battling Big Fish	F	11m. 3707	
6805	(Feb. 18)	Gauchos Down Uruguay Way	G	10m. 3723	
6806	(Mar. 25)	Tee Magic	G	10m. 3723	
6807	(Apr. 22)	Racquet Wizards	F	9m. 3758	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6808	(May 20)	World Soccer Champions	F	10m. 3774	
6809	(June 24)	Diving Cavalcade	F	9m. 3806	
6810	(Aug. 12)	Target Tricksters	G	9m. 3844	
(1954-55) (10)					
7801	(Sept. 16)	Argentine Athletics	G	10m. 3874	
7802	(Oct. 14)	Hunting Thrills	F	9m. 3874	
7803	(Nov. 11)	Skiing the Andes			
<b>MGM</b>					
One Reel					
<b>CARTOONS (16)</b>					
(Technicolor)					
(T-J-Tom and Jerry)					
W-531	(Sept. 5)	Just Ducky (T-J)	F	7m. 3615	
W-532	(Sept. 26)	Holf Pint Palomino (BB)	G	7m. 3639	
W-533	(Oct. 17)	Two Little Indians (T-J)	G	7m. 3623	
W-534	(Nov. 21)	Life With Tom (T-J)	G	8m. 3639	
W-535	(Dec. 26)	The Three Little Pups	E	7m. 3646	
W-536	(Jan. 23)	Puppy Tole (T-J)	G	7m. 3657	
W-537	(Jan. 30)	Posse Cat (T-J)	F	7m. 3691	
W-538	(Feb. 20)	Drag-A-Long Droopy	G	8m. 3682	
W-539	(Mar. 20)	The Impossible Possum	F	7m. 3707	
W-540	(Apr. 17)	Hic-Cup Pup (T-J)	F	6m. 3730	
W-541	(May 8)	Billy Boy	E	6m. 3739	
W-542	(May 29)	Little School Mouse (T-J)	F	7m. 3750	
W-543	(June 19)	Sleepytime Squirrel	F	7m. 3798	
W-544	(July 10)	Homesteader Droopy	G	7m. 3758	
W-545	(July 31)	Bird-Brain Bird Dog	F	7m. 3798	
W-546	(Aug. 14)	Baby Butch (T-J)	F	7m. 3798	
(1954-55) (16)					
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m. 3831	
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m. 3831	
W-636	(Oct. 2)	Neopolitan Mouse (T-J)	G	7m. 3831	
W-638	(Nov. 6)	The Fleo Circus (TA)	G	7m. 3842	
W-639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	
<b>CINEMASCOPE CARTOONS</b>					
(Technicolor)					
C-631	(Nov. 20)	Pet Peeve (T-J)		7m.	
C-633	(Dec. 18)	Touche Pussycat (T-J)		7m.	
<b>CINEMASCOPE MUSICAL GEMS (5)</b>					
(Technicolor)					
K-571	(Jan. 15)	Overture to the Merry Wives of Windsor	G	8 1/2m. 3673	
K-572	(Mar. 19)	Poet and Peasant	G	9m. 3715	
K-573	(June 25)	The Jubilee Overture	E	9 1/2m. 3767	
K-574	(Sept. 1)	The Thieving Magpie	G	9m. 3806	
K-575	(Oct. 22)	The Strauss Fantasy	G	9m. 3831	
<b>FITZPATRICK TRAVELTALKS (8)</b>					
(Technicolor)					
T-511	(Oct. 17)	Seeing Spain	G	8m. 3640	
T-512	(Nov. 28)	In The Valley Of The Rhine	G	9m. 3667	
T-513	(Dec. 26)	Looking at Lisbon	F	9m. 3683	
T-514	(Feb. 13)	Glimpses of Western Germany	F	9m. 3715	
(1954-55) (6)					
(Reissues)					
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m. 3831	
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8 1/2m. 3844	
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m. 3866	
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m. 3866	
(.....)		Mexican Police on Parade			
(.....)		Mighty Niagara			
<b>GOLD MEDAL REPRINT CARTOONS (8)</b>					
W-561	(Oct. 3)	Swing Shift Cinderella	G	8m. 3616	
W-562	(Nov. 7)	Springtime for Thomas (T-J)	G	8m. 3622	
W-563	(Dec. 5)	The Bear That Couldn't Sleep	G	9m. 3631	
W-564	(Dec. 19)	Northwest Hounded Police	G	8m. 3666	
W-565	(Jan. 9)	Milky Woif (T-J)	G	7m. 3646	
W-566	(Feb. 6)	Uncle Tom's Cabana	G	8m. 3683	
W-567	(Mar. 6)	Trap Hoppy (T-J)	G	7m. 3699	
W-568	(Apr. 3)	Solid Serenade (T-J)	F	7m. 3707	
(1954-55) (8)					
W-661	(Oct. 30)	Cot Fishin' (T-J)	F	8m. 3842	
(.....)		Cat Concerto (T-J)			
<b>MUSICAL SPECIAL (1)</b>					
		Capriccio Italian	G	10m. 3543	
<b>PETE SMITH SPECIALTIES (10)</b>					
S-551	(Sept. 12)	It Would Serve 'Em Right	G	10m. 3623	
S-552	(Oct. 10)	This Is A Living?	G	9m. 3623	
S-553	(Nov. 7)	Landlording It	G	9m. 3623	
S-554	(Dec. 5)	Things We Can Do Without	G	9m. 3639	
S-555	(Jan. 2)	Film Antics	G	8m. 3623	
S-556	(Feb. 6)	Ain't It Aggravatin'	G	8m. 3657	
S-557	(Mar. 13)	Fish Tales (Technicolor)	G	8m. 3715	
S-558	(Apr. 10)	Do Someone a Favor	F	8 1/2m. 3707	
S-559	(May 8)	Out For Fun	G	10m. 3715	
S-560	(June 12)	Safe At Home	G	8m. 3799	
(1954-55) (10)					
S-651	(Oct. 9)	The Camera Caught It	F	9m. 3843	
S-652	(Dec. 11)	Rough Riding (Tech.)			
		Keep Young	F	9m. 3866	
		Sports Trix			
		The Man Around the House			



Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Paramount</b>					
<b>CARTOON CHAMPIONS (6)</b>					
(Technicolor) (Reissues)					
S14-1 (Oct. 1)	1) We're In The Honey	G	8m.	3843	
S14-2 (Oct. 1)	1) Butterscotch and Soda	G	7m.	3842	
S14-3 (Oct. 1)	1) Sudden Fried Chicken	F	7m.	3843	
S14-4 (Oct. 1)	1) The Friendly Ghost	G	7 1/2m.	3842	
S14-5 (Oct. 1)	1) The Bored Cuckoo	G	8m.	3842	
S14-6 (Oct. 1)	1) Santa's Surprise	G	9m.	3842	
<b>CASPER CARTOONS (6)</b>					
(Technicolor)					
B14-1 (Oct. 15)	Boos and Arrows	G	6m.	3857	
B14-2 (Dec. 3)	Boo Ribbon Winner				
<b>GRANTLAND RICE SPORTLIGHTS (12)</b>					
R14-1 (Oct. 1)	Twin Riding Champs	G	10m.	3857	
R14-2 (Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857	
R14-3 (Nov. 5)	Where Everybody Rides				
<b>HEADLINER CHAMPIONS (6)</b>					
(Reissues)					
A14-1 (Oct. 1)	Speaking Of Animals and Their Families	E	9m.	3843	
A14-2 (Oct. 1)	Speaking of Animals in a Musical Way	E	9m.	3843	
A14-3 (Oct. 1)	Stork Crazy	G	10m.	3843	
A14-4 (Oct. 1)	The Lonesome Stranger	E	10m.	3843	
A14-5 (Oct. 1)	Calling All Animals	F	10m.	3843	
A14-6 (Oct. 1)	Video Hounds	G	10m.	3843	
<b>HERMAN AND CATNIP CARTOONS (4)</b>					
(Technicolor)					
H14-1 (Nov. 26)	Rail-Rodents				
<b>NOVELTOONS (6)</b>					
(Technicolor)					
P14-1 (Oct. 29)	Fido Beta Kappa	G	6m.	3857	
<b>PACEMAKERS (6)</b>					
K14-1 (Oct. 2)	Drilling For Girls in Texas	G	9m.	3857	
<b>POPEYE CARTOONS (8)</b>					
(Technicolor)					
E14-1 (Nov. 12)	Private Eye Popeye				
E14-2 (Dec. 10)	Gopher Spinach				
<b>TOPPERS (6)</b>					
M14-1 (Nov. 19)	The Nerve of Some People				

## RKO

Three Reel

## WALT DISNEY REISSUE (1)

43601 (Feb. 19) Pecos Bill G 25m. 3682

Two Reel

## EDGAR KENNEDY REISSUES (6)

43501 (Aug. 7) Unlucky Dog G 15m. 3614  
 43502 (Aug. 21) Trouble Or Nothing F 18m. 3614  
 43503 (Sept. 4) Wall Street Blues F 17m. 3614  
 43504 (Sept. 18) Motor Maniacs F 18m. 3614  
 43505 (Oct. 2) Do Or Diet F 18m. 3614  
 43506 (Oct. 16) Heading For Trouble G 18m. 3614

(1954-55) (6)

53501 (Oct. 8) Host To a Ghost B 17m. 3841  
 53502 (Oct. 22) Noisy Neighbors F 17m. 3841  
 53503 (Nov. 5) The Big Beef F 17m. 3841  
 53504 (Nov. 19) Mind Over Mouse F 17m. 3865  
 53505 (Dec. 3) Brother Knows Best F 17m. 3865  
 53506 (Dec. 17) Home Canning 16m.

## LEON ERROL REISSUES (6)

43701 (July 31) Gem Jams F 18m. 3614  
 43702 (Aug. 14) He Forgot To Remember F 17m. 3614  
 43703 (Aug. 28) Birthday Blues F 17m. 3614  
 43704 (Sept. 11) Let's Go Stepping G 17m. 3614  
 43705 (Sept. 25) It Shouldn't Happen To A Dog G 18m. 3614  
 43706 (Oct. 9) Maid Trouble G 18m. 3614

(1954-55) (6)

53701 (Oct. 1) Oh Professor Behave F 18m. 3841  
 53702 (Oct. 15) When Wife's Away F 20m. 3841  
 53703 (Oct. 29) Cutie On Duty G 17m. 3841  
 53704 (Nov. 12) Twin Husbands F 18m. 3865  
 53705 (Nov. 26) I'll Take Milk G 18m. 3865  
 53706 (Dec. 10) Follow That Blonde 18m.

## RAY WHITLEY REISSUES (2)

43401 (Aug. 21) A Western Welcome G 18m. 3615  
 43402 (Sept. 18) Rhythm Wranglers F 19m. 3615

(1954-55) (2)

53401 (Oct. 22) Sagebrush Serenade F 19m. 3842  
 53402 (Nov. 19) Redskins and Redheads G 18m. 3842

## SPECIALS (4)

43101 (Oct. 2) Shark Killers G 15m. 3603  
 43102 (Oct. 30) This Is Little League G 15m. 3666  
 43103 (Dec. 18) The Magic Streetcar F 20m. 3682  
 43104 (Mar. 26) Taming the Crippler E 16m. 3766

(1954-55) (8)

53101 (Oct. 8) The Iron Fence G 19m. 3857  
 53102 (Nov. 12) Circus Trainer 17m.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>SPORT SPECIALS (2)</b>					
43901 (Dec. 11)	Football Headliners	G	15m.	3706	
43801 (Apr. 16)	Basketball Headliners	F	15m.	3747	
<b>(1954-55) (2)</b>					
53901 (Dec. 10)	Football Highlights				
53801 (Apr. 15)	Basketball Highlights				
<b>COLOR SPECIALS (1)</b>					
43001 (Aug. 14)	Holiday Island (Pathecolor)	G	15m.	3584	
<b>TRUE-LIFE ADVENTURES (2)</b>					
(Technicolor)					
43301 (Aug. 14)	Prowlers Of The Everglades	G	32m.	3602	
<b>MY PAL REISSUES (2)</b>					
43201 (Aug. 7)	My Pal	G	22m.	3615	
43202 (Sept. 4)	Pal's Adventure	F	20m.	3615	
<b>(1954-55) (2)</b>					
53201 (Oct. 8)	I Found A Dog	F	21m.	3842	
53202 (Nov. 5)	Pal's Return	F	20m.	3842	
<b>One Reel</b>					
<b>SCREENLINERS (13)</b>					
44201 (Sept. 18)	Running The Red Blockade	G	8m.	3639	
44202 (Oct. 16)	Herring Hunt	G	10m.	3646	
44203 (Nov. 13)	Laughs of Yesterday	G	8m.	3666	
44204 (Dec. 11)	Ocean to Ocean	G	8m.	3683	
44205 (Jan. 8)	Report on Kashmir	G	10m.	3707	
44206 (Feb. 5)	Fire Fighters	G	8m.	3715	
44207 (Mar. 5)	Golden Gate	G	8m.	3758	
44208 (Apr. 2)	Mission Ship	G	11m.	3758	
44209 (Apr. 30)	Black Power	G	9m.	3767	
44210 (May 28)	Untroubled Border	G	8m.	3774	
44211 (June 25)	Long Time No See	G	8m.	3806	
44212 (July 23)	Riding The Wind	G	8m.	3812	
44213 (Aug. 20)	The Big Port	G	8m.	3831	
<b>(1954-55) (13)</b>					
54201 (Sept. 17)	House Of Knowledge	F	8m.	3857	
54202 (Oct. 15)	Alpine Fortress	G	8m.	3857	
54203 (Nov. 12)	Just Pets				
<b>SPORTSCOPE (13)</b>					
44301 (Sept. 4)	Ben Hagan	G	8m.	3616	
44302 (Oct. 2)	Bat Boy	G	8m.	3693	
44303 (Oct. 30)	Best In Show	G	6m.	3640	
44304 (Nov. 27)	Wild Birds Winging	F	8m.	3667	
44305 (Dec. 25)	Summer Schussboomers	F	8m.	3683	
44306 (Jan. 22)	Railbird's Album	G	8m.	3707	
44307 (Feb. 19)	Golfing With Demaret	G	8m.	3715	
44308 (Mar. 19)	Dog Scents	G	8m.	3767	
44309 (Apr. 16)	International Road Race	G	8m.	3774	
44310 (May 14)	Leather and Lather	G	8m.	3774	
44311 (June 11)	Desert Anglers	G	8m.	3774	
44312 (June 25)	Hot Rod Galahads	F	8m.	3806	
44313 (Aug. 8)	Water Ski Marathon	G	8m.	3812	
<b>(1954-55) (13)</b>					
54301 (Sept. 3)	Alaskan Trout	F	8m.	3844	
54302 (Oct. 1)	British Empire Games	G	8m.	3857	
54303 (Oct. 29)	Willie Mays				
54304 (Nov. 26)	Canadian Stampede				
54305 (Dec. 24)	Game Warden				
54306 (Jan. 21)	Alley Time				
<b>3-D COLOR SPECIAL</b>					
44401 (Sept. 18)	Motor Rhythm	G	8m.	3623	
44901 (Nov. 13)	Working for Peanuts	G	7m.	3639	
<b>COLOR SPECIAL</b>					
44501 (Sept. 18)	Motor Rhythm	G	8m.	3623	
<b>WALT DISNEY CARTOONS (12)</b>					
(Technicolor)					
C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special					
44101 (Oct. 2)	Football (Now and Then)	F	7m.	3639	
44102 (Oct. 23)	Rugged Bear (D)	F	6m.	3616	
44103 (Nov. 13)	Working For Peanuts (2-D) (C)	G	7m.	3639	
44104 (Dec. 4)	How To Sleep (G)	F	7m.	3666	
44105 (Dec. 25)	Canvasback Duck (D)	G	7m.	3666	
44106 (Jan. 15)	Spare The Rod (D)	G	7m.	3683	
44107 (Mar. 5)	Donald's Diary (D)	F	1m.	3758	
44108 (Apr. 7)	The Lone Chipmunks (C)	G	7m.	3766	
44109 (May 21)	Pigs Is Pigs	E	10m.	3774	
44110 (June 18)	Casey Bats Again	G	8m.	3773	
44111 (July 16)	Dragon Around (D)	F	7m.	3773	
44112 (Aug. 13)	Grin And Bear It (D)	G	7m.	3798	
<b>(1954-55) (18)</b>					
54101 (Oct. 15)	Social Lion	G	7m.	3857	
54102 (Nov. 12)	Flying Squirrel (D)				
<b>WALT DISNEY MARQUEE MUSICALS (6)</b>					
(Technicolor)					
44001 (Apr. 23)	Two for the Record (Benny Goodman)	E	8m.	3758	
44002 (May 21)	Johnny Fedora and Alice Blue Bonnet (Andrews Sisters)	E	8m.	3758	
44003 (June 18)	The Martins and the Coys (King's Men)	G	8m.	3774	
44004 (July 16)	Casey at the Bat (Jerry Colonna)	G	9m.	3798	

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44005 (Aug. 13)	Little Toot (Andrews Sisters)	G	9m.	3812	
44006 (Sept. 17)	Once Upon a Wintertime (Frances Langford)	G	9m.	3811	
<b>MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6)</b>					
(Technicolor)					
44801 (Aug. 14)	Mickey's Birthday Party	G	8m.	3615	
44802 (Aug. 21)	The Pointer	E	8m.	3615	
44803 (Aug. 28)	Tiger Trouble	G	7m.	3616	
44804 (Sept. 4)	The Nifty Nineties	E	7m.	3615	
44805 (Sept. 11)	Mr. Mouse Takes A Trip	G	8m.	3615	
44806 (Sept. 18)	The Whalers	E	8m.	3616	
<b>ADVENTURES IN MUSIC CARTOONS</b>					
(Technicolor)					
44601 (June 12)	Melody (3-D)	E	10m.	3542	
44701 (June 12)	Melody (2-D)	E	10m.	3542	

## Republic

SERIALS (4)

5481 (July 19) Man With the Steel Whip F 12ep. 3811  
 5482 (Oct. 11) Ghost Riders of the West (Reissue) G 12ep. 3848

One Reel

## THIS WORLD OF OURS (6)

(Trucolor)

5385 (Aug. 1) Ireland 9m.

## 20th Century-Fox

## CINEMASCOPE SPECIALS

(Color)

7401 (Nov. ) The Coronation Parade G 7 1/2m. 3667  
 7402 (Jan. ) Dancers of the Deep G 6m. 3683  
 7403 (Dec. ) Vesuvius Express G 15m. 3676  
 7404 (Dec. ) Finale from Tchaikowsky's Symphony Number Four G 6m. 3673  
 7405 (Feb. ) Polovetzian Dances From Prince Igor E 8m. 3683  
 7406 (Feb. ) Tournament of Roses E 18m. 3699  
 7407 (Mar. ) The New Venezuela E 10m. 3723  
 7408 (Mar. ) Haydn's Farewell Symphony E 9m. 3722  
 7409 (Aug. ) Jet Carrier G 17m. 3811  
 7410 (May ) The First Piano Quartette G 10m. 3758  
 7411 (May ) Motion Picture Stunt Pilot G 17m. 3773  
 7412 (June ) Stephen Foster Medley  
 7413 (June ) Valley Of The Nile  
 7414 ( ) Miracle of Stereophonic Sound, The G 11m.  
 7415 (Apr. ) Roger Wagner Chorale E 8m. 3739  
 7416 (Apr. ) New Horizons G 10m. 3731  
 7417 (May ) Land of Legend G 9m. 3758  
 7418 (July ) Piano Encores G 10m. 3805  
 7419 (June ) Calypso Cruise F 9m. 3799  
 7420 (Sept. ) Pride of the Nation F 12m. 3849  
 7421 (Oct. ) Fabulous Las Vegas G 18m. 3856  
 7422 (Nov. ) The CinemaScope Parade G 22m. 3873  
 7423 (Oct. ) El Toro 9m.  
 7426 (Nov. ) Fly To Fish 16m.  
 7427 (Nov. ) Far East Bastions  
 (Oct. ) The Empire Games E 13m. 3874  
 (Dec. ) Queens Guard  
 ( ) Tuna Fishing  
 ( ) American Railroads  
 ( ) Orient Express

One Reel

## SEE IT HAPPEN (6)

6401 (Apr. ) Accent on Courage G 9m. 3731  
 6402 (July ) Tumult F 9m. 3799  
 6403 (Aug. ) Isle Of Destiny F 9m. 3857

## SPORTS (6)

3401 (Apr. ) Touchdown Trophies G 8m. 3799  
 3402 (July ) Dizzy Diving G 8m. 3806  
 3403 (Sept. ) Sporty Simians G 8m. 3857

## TERRYTOONS (16)

(Technicolor)

5401 (Jan. ) Little Roquefort in Runaway Mouse F 7m. 3639  
 5402 (Jan. ) Dimwit in How to Relax F 7m. 3639  
 5404 (Feb. ) Heckle and Jeckle in Blind Date F 7m. 3682  
 5405 (Feb. ) Nonsense Newsreel G 7m. 3691  
 5407 (Mar. ) Mighty Mouse in the Helpless Hippo F 7m. 3691  
 5408 (Mar. ) Terry Bears in Pet Problems F 7m. 3691  
 5410 (Apr. ) Little Roquefort in Prescription for Percy F 7m. 3699  
 5411 (Apr. ) Heckle and Jeckle in Satisfied Customers F 7m. 3722  
 5413 (May ) Tall Tale Teller F 7m. 3731  
 5414 (May ) Arctic Rivals F 7m. 3730  
 5416 (June ) Terry Bears in a Howling Success F 7m. 3774  
 5418 (July ) Pride of the Yard F 7m. 3798  
 5420 (Aug. ) Little Roquefort in the Cat's Revenge F 7m. 3857  
 5422 (Sept. ) Mighty Mouse in the Reformed Wolf F 7m. 3857  
 5424 (Nov. ) Heckle and Jeckle in



Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>TERRYTOON TOPPER REISSUES (10)</b>					
5403	(Jan. )	The Helicopter	F	7m. 3683	
5406	(Feb. )	Much Ado About Nothing	G	7m. 3683	
5409	(Mar. )	The Frog and the Princess	F	7m. 3682	
5412	(Apr. )	Mighty Mouse in the Wreck of the Hesperus	F	6 1/2m. 3722	
5415	(May )	Gandy Goose in Ghost Town	F	6 1/2m. 3750	
5417	(June )	A Day in June	F	7m. 3788	
5419	(July )	Gandy Goose in Fisherman's Luck	G	7m. 3788	
5421	(Aug. )	Ants in Your Pantry	F	7m. 3788	
5423	(Oct. )	A Wicky Wacky Romance	F	7m. 3788	
5425	(Dec. )	A Torrid Toreador	F	7m. 3788	

## United Artists

### SPORTS SPECIAL

Marciano-Charles Fight G 21m. 3848

## Universal-International

### Two Reel

#### MUSICAL FEATURETTES (13)

9301	(Nov. 12)	Carnival in April	F	18m. 3691	
9302	(Dec. 24)	David Rose and Orch.	F	15 1/2m. 3682	
9303	(Jan. 22)	Hawaiian Nights	F	17m. 3682	
9304	(Feb. 26)	Jimmy Wakely's Jamboree	G	15 1/2m. 3713	
9305	(Apr. 23)	Rhythm and Rhyme	F	15m. 3730	
9306	(May 28)	The Four Aces Sing	G	15m. 3766	
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Corral Cuties	G	15m. 3773	
9308	(July 26)	Birth of a Band	F	15m. 3798	
9309	(Aug. 16)	College Capers	G	16m. 3805	
9310	(Oct. 11)	Going Strong	G	14m. 3848	
9311	(Oct. 25)	Leave It To Harry			

#### 3-D MUSICAL FEATURETTES (1)

9101	(Nov. 12)	Cornival in April	F	18m. 3691	
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#### SPECIALS (3)

##### (Color)

9201	(Feb. 14)	Perils of the Forest	G	17m. 3706	
9202	(June 13)	The Hottest 500	G	16m. 3766	

##### One Reel

#### COLOR PARADES (8)

9381	(Feb. 8)	Go South Amigos	G	9m. 3683	
9382	(Mar. 1)	Royal Mid-Ocean Visit	F	10m. 3707	
9383	(Apr. 12)	Rolling in Style	G	9 1/2m. 3767	
9384	(May 10)	Fair Today	F	9 1/2m. 3806	
9385	(June 14)	Talent Scout	G	9m. 3767	
9386	(July 19)	Star Studded Ride	F	9m. 3806	
9387	(Sept. 20)	Bonus Land	F	9m. 3849	
9388	(Oct. 25)	Holiday Ahead			

#### VARIETY VIEWS (8)

9341	(Nov. 16)	Byways To Broadway	G	9m. 3631	
9342	(Jan. 4)	Bow River Valley	G	9m. 3683	
9343	(Feb. 22)	Brooklyn Goes to Chicago	G	9 1/2m. 3683	
9344	(Apr. 12)	Moving Thru Space	G	9m. 3758	
9345	(July 26)	Stallions on Parade	G	9 1/2m. 3806	
9346	(Aug. 30)	Brooklyn Goes to Philadelphia	F	9m. 3849	
9347	(Sept. 27)	Dear Myrtle			
9348	(Oct. 25)	Port Of Merchants			

#### VISTARAMA SPECIAL

(CinemaScope and other aspect ratios)  
(Eastman Color)

(Nov. ) Speed Sub-Zero G 9 1/2m. 3874

#### WALTER LANTZ CARTUNES (12)

##### (Technicolor)

9321	(Dec. 21)	Chilly Willy	F	6m. 3682	
9322	(Jan. 18)	Socko in Morocco	G	6m. 3691	
9323	(Feb. 15)	A Horse's Tale	G	6m. 3707	
9324	(Mar. 15)	Alley in Bali	F	6m. 3730	
9325	(May 10)	Under the Counter Spy	G	6m. 3767	
9326	(Apr. 12)	Dig That Dog	F	6m. 3730	
9327	(June 7)	May Rube	F	6m. 3774	
9328	(July 5)	Hot Rod Hucksters	F	6m. 3798	
9329	(Aug. 2)	Broadway Bow Wows	F	6m. 3805	
9330	(Aug. 30)	Pig in a Pickle	F	6m. 3805	
9331	(Sept. 20)	Real Gone Woody	F	6m. 3849	
9332	(Oct. 11)	Fine Feathered Frenzy	F	6m. 3849	
9333	(Oct. 25)	Convict Concerto	F	6m. 3849	

#### WOODY WOODPECKER REISSUES (6)

##### (Technicolor)

9351	(Feb. 22)	Smoked Hams	G	6m. 3707	
9353	(Mar. 29)	Coo Coo Birds	F	6m. 3766	
9353	(Apr. 26)	Well Oiled	B	7m. 3774	
9354	(May 30)	Overture to Wm. Tell	F	6m. 3774	
9355	(June 28)	Solid Ivory	G	7m. 3774	
9356	(July 26)	Woody the Giant Killer	F	7m. 3774	

## Warners

### Three Reel

#### SPECIAL

(Oct. ) Black Fury (WarnerColor) E 32m. 3622

### Two Reel

#### VISTARAMA SPECIALS

##### (WarnerColor)

(.....) Valley of the Sun F 17m. 3788

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<b>SPECIALS (12)</b>					
<b>(Technicolor)</b>					
1001	(Sept. 12)	Gone Fishin'	F	17m. 3603	
1002	(Oct. 10)	Romance Of Louisiana (Reissue)	G	20m. 3622	
1003	(Nov. 7)	North of the Sahara	F	17m. 3648	
1004	(Dec. 5)	Don't Forget to Write	F	17m. 3666	
1005	(Jan. 9)	Winter Paradise	G	17m. 3682	
1006	(Feb. 6)	Hold Your Horses	G	17m. 3706	
1007	(Mar. 6)	Monroe Doctrine (Reissue)	E	22m. 3713	
1008	(Apr. 10)	Continental Holiday	G	20m. 3757	
1009	(May 15)	Declaration of Independence (reissue)	E	18m. 3757	
1010	(July 17)	Silver Lightning	F	16m. 3798	
1011	(June 12)	Frontier Days	G	17m. 3766	
1012	(Aug. 21)	Who's Who in the Zoo	G	17m. 3811	

#### (1954-55) (12)

2001	(Sept. 11)	Gay Parisian	E	20m. 3841	
2002	(Oct. )	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m. 3865	
2003	(Nov. 6)	Mariners Ahoy			
2004	(Dec. 4)	Where Winter Is King			
2005	(Jan. 8)	Bill Of Rights			

#### CLASSICS OF THE SCREEN (6)

1101	(Sept. 26)	Minstrel Days	G	20m. 3602	
1102	(Jan. 23)	They Were Champions	E	20m. 3715	
1103	(Nov. 21)	Spills For Thrills	E	18m. 3656	
1104	(Apr. 3)	This Wonderful World	E	20m. 3758	
1105	(May 29)	California Junior Symphony	G	16m. 3747	
1106	(July 31)	This Was Yesterday	E	20m. 3811	

#### (1954-55) (6)

2101	(Sept. 25)	Wells Fargo Days	F	20m. 3842	
2102	(Nov. 20)	Camera Hunting			
2103	(Jan. 22)	Three Cheers For The Girls			

##### One Reel

#### BLUE RIBBON HIT PARADES (13)

##### (Reissues)

##### (Technicolor)

1301	(Sept. 12)	Old Glory	G	7m. 3603	
1302	(Oct. 17)	Walky, Talky, Hawky	G	7m. 3603	
1303	(Nov. 7)	Birth of a Notion	F	7m. 3639	
1304	(Nov. 28)	Eager Beaver	F	7m. 3639	
1305	(Dec. 26)	Scent-imental Over You	G	7m. 3639	
1306	(Feb. 6)	Of Fox And Hounds	E	7m. 3666	
1307	(Feb. 27)	Roughly Squeaking	F	7m. 3666	
1308	(Mar. 27)	Hobo Bobo	E	8m. 3699	
1309	(Apr. 24)	Gay Anties	F	7m. 3722	
1310	(June 5)	The Cat Came Back	G	7m. 3747	
1311	(July 10)	One Meat Brawl	F	7m. 3766	
1312	(July 24)	Along Came Daffy	F	7m. 3783	
1313	(Aug. 14)	Mouse Menace	G	7m. 3788	

#### (1954-55) (13)

2301	(Sept. 11)	Rhapsody In Rivets	E	7m. 3842	
2302	(Oct. 16)	Inki At The Circus	F	7m. 3842	
2303	(Nov. 6)	Foxy Duckling			
2304	(Nov. 27)	The Shell-Shocked Egg			
2305	(Dec. 25)	Trial of Mr. Wolf			

#### BUGS BUNNY SPECIALS (8)

##### (Technicolor)

1723	(Oct. 3)	Duck, Rabbit, Duck	F	7m. 3615	
1724	(Dec. 12)	Robot Rabbit	F	7m. 3639	
1725	(Jan. 16)	Captain Hareblower	F	7m. 3666	
1726	(Mar. 13)	Bugs and Thugs	G	7m. 3747	
1727	(May 1)	No Parking Hare	F	6 1/2m. 3739	
1728	(July 24)	Bewitched Bunny	F	7m. 3812	
1729	(June 19)	Devil May Hare	F	7m. 3798	
1730	(Aug. 28)	Yankee Doodle Bugs	G	7m. 3843	

##### (3-D)

1740	(.....)	Lumber Jack-Rabbit	F	7m. 3622	
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#### (1954-55) (8)

2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m. 3874	
2724	(Dec. 18)	Baby Buggy Bunny			

#### CINEMASCOPE SPECIALS

##### (WarnerColor)

(.....)	Coney Island Holiday	G	8m. 3739	
(.....)	Below the Rio Grande	G	10m. 3774	

#### COLOR SPECIALS

Aloha Nui (Vistarama) E 12m. 3624

#### JOE McDOAKES COMEDIES (4)

1401	(Oct. 31)	So You Think You Can't Sleep	F	10m. 3639	
1402	(Dec. 19)	So You Want To Be An Heir	F	10m. 3657	
1403	(Jan. 30)	So You're Having Neighbor Trouble	F	11m. 3699	
1404	(Mar. 13)	So You Want to Be Your Own Boss	F	8 1/2m. 3707	
1405	(May 1)	So You Want to Go to a Night Club	F	10m. 3758	
1406	(July 3)	So You Want to Be a Banker	F	10m. 3798	

#### (1954-55) (6)

2401	(Oct. 30)	So You're Taking In A Roamer	F	10m. 3866	
2402	(Dec. 18)	So You Want To Know Your Relatives			
2403	(Jan. 29)	So You Don't Trust Your Wife			

#### MELODY MASTER BANDS REISSUES (6)

1801	(Oct. 3)	Desl Arnaz and Band	F	10m. 3603	
1802	(Nov. 14)	Hal Kemp and Orch.	E	10m. 3639	

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1803	(Jan. 2)	Rhythm of the Rhumba	G	9m. 3666	
1804	(Feb. 27)	Songs of the Range	F	9m. 3699	
1805	(Apr. 17)	Jammin' the Blues	E	10m. 3751	
1806	(July 3)	Cavalcade of Dance	E	10m. 3767	

#### (1954-55) (6)

2801	(Sept. 4)	Melody Of Youth	G	10m. 3843	
2802	(Oct. 23)	Skinny Ennis and Orch.	E	10m. 3843	
2803	(Jan. 1)	South American Sway			

#### MERRIE MELODIES (22)

##### (Technicolor)

1701	(Sept. 5)	A Street Cat Named Sylvester	E	6 1/2m. 3603	
1702	(Sept. 19)	Zippering Along	F	7m. 3623	
1703	(Oct. 17)	Easy Peckin's	F	7m. 3631	
1704	(Oct. 31)	Catty Cornered	G	7m. 3646	
1705	(Nov. 14)	Of Rice And Hen	G	7m. 3646	
1706	(Nov. 28)	Cats A-Weigh	F	7m. 3646	
1707	(Dec. 19)	Punch Trunk	G	7m. 3673	
1708	(Jan. 2)	Dog Pounded	F	7m. 3699	
1709	(Jan. 30)	I Gopher You	G	7m. 3699	
1710	(Feb. 13)	Feline Frame-Up	G	6 1/2m. 3699	
1711	(Feb. 20)	Wild Wife	F	6 1/2m. 3699	
1712	(Feb. 27)	No Barking	F	7m. 3691	
1713	(Mar. 27)	Design for Leaving	G	7m. 3750	
1714	(Mar. 20)	The Cats Bah	G	7m. 3758	
1715	(Apr. 17)	Bell-Hoppy	G	6 1/2m. 3739	
1716	(May 8)	Dr. Jerkyll's Hide	F	7m. 3773	
1717	(May 22)	Claws For Alarm	F	7m. 3773	
1718	(June 5)	Little Boy Boo	G	7m. 3798	
1719	(June 26)	Muzzle Tough	F	7m. 3812	
1720	(July 10)	The Oily American	F	7m. 3812	
1721	(Aug. 7)	Satan's Waitin'	G	7m. 3843	
1722	(Aug. 14)	Stop, Look and Hasten	F	7m. 3843	

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2701	(Sept.
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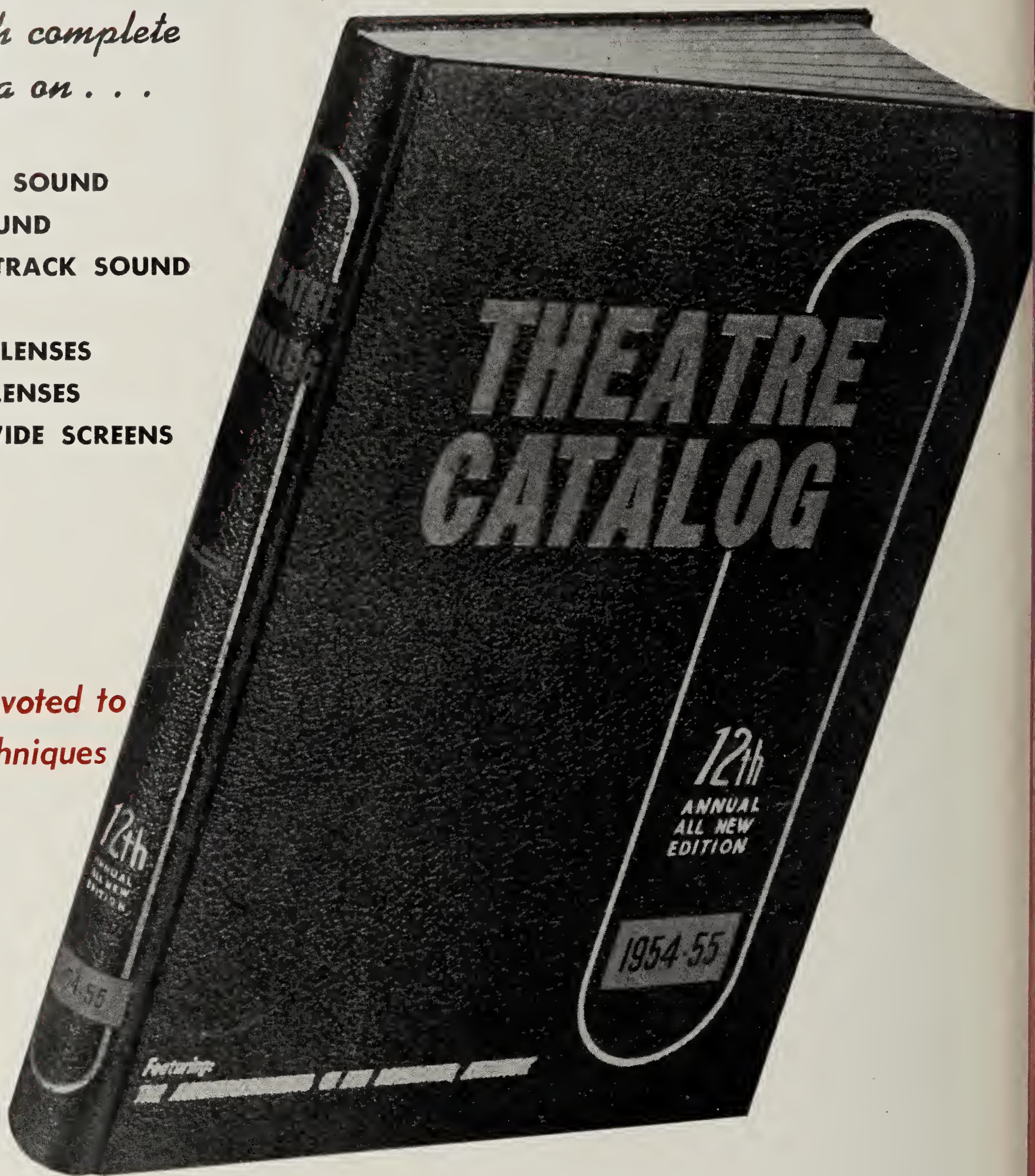
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**MOTION PICTURE**

# EXHIBITOR

**DECEMBER 1, 1954** GENERAL EDITION  
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **Barnett Urges Toll-TV Support**

(page 5)

## **"Uneasy Lies The Head"**

(editorial)

AND FEATURING: THE SERVICESECTION

Al Lichtman, 20th-Fox director of distribution, proposed an all-industry round table discussion last fortnight in an effort to iron out the differences currently causing friction between exhibition and distribution.





# GET READY TO PLAY SANTA CLAUS!



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## DEEP IN MY HEART

Starring **JOSE FERRER**  
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 A Metro-Goldwyn-Mayer Picture

### TELEGRAM

DEAR M-G-M  
I WANT IT FOR  
CHRISTMAS-  
NEW YEARS!  
-JOE EXHIBITOR

"DEEP IN MY HEART" had its first public preview in New York this week at Loew's Lexington. Wow! is the word for it!

East or West, the public loves it. In Los Angeles the Preview response cards, for the first time on record, were "100% Recommended"! And in New York it was equally sensational. They applauded during the picture, they acclaimed it at the end. When they do that, you know you've got an attraction!

M-G-M has delivered many important money hits to theatres at holiday time in past years, but never have we offered an entertainment so perfectly suited for Christmas-New Years presentation!

Aptly called "The Musical With A Heart," it is a beautiful love story that follows a celebrated composer's career along the rocky road to fame. You will truly bring Santa Claus to your patrons when you play "DEEP IN MY HEART," the Big Holiday Attraction, spangled with stars and song hits, spectacle—all in glorious color!



(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)



# EXHIBITOR



DECEMBER 1, 1954  
VOLUME 53 NUMBER 5

## UNEASY LIES THE HEAD

WE SOMETIMES WONDER how happy or pleased with himself a sales manager or top distribution executive can be, when, after snapping off the light and settling down to sleep, the thoughts of a busy day race through his head?

What of that picture on which I got \$10,000 front money because I knew it was the only one available and the theatremen couldn't afford to close down? A full week's gross of less than \$7,500 was pretty lousy, wasn't it? That guy is really hurt! But he did it with his eyes open. He didn't have to buy my picture. Or, did he?

What about that other guy when I moved down his split figure to \$500 because his joint hasn't been grossing like it used to, so we aren't getting the same return. He can't even get his overhead down that low, and I know it. But, what the h---, that's his problem. Or, is it?

What about Joe and his three little key spots back home? Before I got this top spot, he and I worked out many a deal, and they were fair ones, too. But, now that I'm in New York and he's out there, it is easy to reject the very same deals and send the branch back after ones that I couldn't ask to his face. Joe is smart. He'll make out. Or, will he?

What about those verbal negotiations that I have ordered to insure admission increases on our current hit? That's price fixing and our lawyers wouldn't like it. But that picture cost a lot of dough and higher admissions are the easiest way to get it back. Theatremen don't need you to draw pictures. They'll soon know that even a bid, if it doesn't carry a promise of increased admissions, won't be accepted. And those birds of mine ought to have sense enough to handle it neat. But, will they?

Gees! I wish I could get to sleep!

Of course, if the Department of Justice ever looks across the U. S. and finds that everyone who plays our hit is charging \$1.50 they'll think they have a case and will come sniffing around. I'll have to remember to spot around a few cheaper deals. Anyway, that's the lawyer's problem. Or, is it?

Where was it I read that Thurman Arnold, or somebody, suggested a prison term instead of fines for anti-trust violations? Oh, well, that's one that would be fought through all the courts until I have whiskers; and

if I did lose I'd be so old that Leavenworth would feel like a nice rest. Or, would it?

I'll have to tell the guys to be short of prints whenever a theatre bucks on that admission increase. That's one that will be harder to prove. Or, will it?

And so on, into the night!

Now, we don't say there aren't some general sales managers who drop a tired but carefree head on their pillow. Some do a good smart day's work, of longer and more concentrated hours than the average theatre executive. Some follow a code of honesty and morality that is beyond reproach. And some others are so calloused, and their hides are so tough from the climb up the ladder of success, that they have hardening of the spiritual arteries and are oblivious to understanding or sympathy. But it mightn't be a bad idea for the average sales executive to take a good look at himself in the mirror of his own mind. After all, there are more than 6,000 of their former customer theatres now closed.

Has competition between distributors robbed him of his inherent sense of values? Has the need to grab the top buck made him adopt policies that are unfair to his exhibition customers to the point of bringing them to the verge of ruin? Has he been responsible for any of the seething unrest that is forcing exhibitors, large and small, and however unwillingly, to cry for "Cop!"?

To those who can answer negatively, rest easy, my friends! To those who cannot, yours must be the realization that much of your unease can be charged to no one but yourselves.

## THAT "LILI" IS A LADY

NEVER IN OUR MEMORY has any motion picture stayed in one theatre for one continuous first run of 90 weeks. "Lili," the MGM picture starring Leslie Caron, the little French dancer turned dramatic actress, has just done that in New York City where it has kept the turnstiles of the Trans Lux 52nd Street clicking for nearly two years.

Of course, this will prove no surprise to many theatremen who have found "Lili" to be a doll that could be brought back four and five times after its original play. But it is too important a record, for a grand little picture, to be overlooked.

*Jay Emanuel*



# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

John B. Bertero is named as president, Fox West Coast Theatres (page 5).

## Deaths

Emil C. Jensen, president, Artcinema Associates, dies in New York (page 6).

## Distribution

U-I discloses that all its CinemaScope films will be made available for 2-D projection (page 13).

Paramount promotion executives to meet in Hollywood for first such international gathering (page 13).

U-I schedules a sales conference at west coast studios (page 16).

## Exhibition

National Theatres executives meet with President Elmer C. Rhoden in Los Angeles and discuss showmanship (page 4).

The Bureau of Labor Statistics reports that theatre admission prices in large cities have risen to a record high (page 5).

Catholic bishops meeting in Washington bemoan the lack of decency in theatre advertising (page 6).

20th-Fox predicts that 11,000 theatres in the U.S. and Canada will be equipped for CinemaScope by the end of the year (page 6).

## Financial

Eastman Kodak earnings rise (page 16).

Columbia reports another jump in profits for quarter (page 16).

## International

The Canadian industry reports progress with arguments for increased news coverage (page 18).

## Mel Konecoff

Medical equipment closely guarded by producer Stanley Kramer; premieres bring out metropolitan socialites to the Roxy and Capitol; Richard Burton meets the press; Jesse Zunker, magazine critic, marks 21 years with Cue; and other New York trivia is covered (pages 4 and 20).

## Organizations

Harry Brandt, ITOA head, takes issue with the policies of National Allied's Abram F. Myers (page 4).

Herbert Barnett, SMPTE head, tells Florida exhibitors' convention to embrace rather than fight the development of toll-TV (page 5).

COMPO report shows sharp gain in industry earnings and attendance coincident with federal tax relief (page 6).

Colosseum of Motion Picture Salesmen elect Seattle's Glenn Haviland as president (page 16).

## Production

Ilya Lopert reports that production costs in Italy are rising (page 13).



Fred Schwartz, president, Distributors Corporation of America, right, and producer Robert Aldrich recently went over in New York City final production plans for DCA's "The Way We Are," which is slated to star Joan Crawford.

# NEW YORK By Mel Konecoff

MEDIC, MEDIC: Y'know, it's getting so you can't trust anybody anymore. Recently we received notification that hospital equipment valued at more than \$50,000 is



KONECOFF

being used by producer-director Stanley Kramer in his film version of the best seller, "Not As A Stranger," received from medical supply houses all over the country. Included are the latest gismos, doodahs and septa-fortis. Anyhow guards have been posted night and day on the set because loss would mean additional expense plus a delay in re-ordering. Must be a lot of unscrupulous doctors around Hollywood these days. Oxygen, anyone???

PREMIERES: Two sock openings recently on the Gay White Way. "Desiree" at the Roxy was veddy social, lots of celebs, plenty of lights, photographers' flashes, TV, radio, newsreels on hand, heralds in knee britches, Cadillacs mixed with gilded coaches, crowds, noise, lots of glamour. Wowee. . . . The other, "The Last Time I Saw Paris," at the Capitol the next night. Lots of stars, society, leaders of stage, screen, and radio, good press coverage. The Paris motif prevailed with gendarmes at the doors, a French cafe set in the lobby, Odette singing ze songs in French in ze lobby. Sacre Bleu and oo-la-la.

LUNCHEON NOTE: Richard Burton, fine actor and star of "Prince Of Players," currently in town to promote that film as well as "Desiree," was guest of honor at a luncheon at the Plaza, attended by trade press representatives and fan magazine people. Burton, who has a seven-year contract with 20th-Fox to do one film annually, admitted that he has still to see "The Robe."

(Continued on page 20)

# Latest Bulletins

(Developments At Press Time)

## Brandt Assails Policies Of National Allied's Myers

NEW YORK—Harry Brandt, president, Independent Theatre Owners Association of New York, last week charged that Abram F. Myers, counsel and board chairman, National Allied Theatre Owners, is to be blamed more than any other individual for the elimination of block booking, divorcement, competitive bidding, lack of arbitration, and threat of Government regulation.

Brandt questioned how much these have contributed to the welfare of the independent exhibitor, adding, "The unalterable fact remains that the fruits of Myers' efforts have been a distinct disservice to independent exhibition."

These remarks were addressed to Ben Marcus, Allied president, who had previously said that Myers "has contributed more than any other individual during the past 25 years to the welfare of the independent exhibitor and the industry as a whole."

Brandt concluded by saying to Marcus that "surely it is time for the responsible elements to sit down around the table and work out their differences in a spirit of mutual understanding," something which, according to the ITOA head, "has not yet been done because of stumbling road-blocks."

The proposal to call a meeting of company heads, sales managers, and exhibitor leaders made recently by Al Lichtman, 20th-Fox director of distribution, at the recent meeting of the board and executive committee of COMPO, was hailed by Brandt.

## NT Executives Meet For West Coast Talks

LOS ANGELES—With emphasis on showmanship keynoting the theme, a three-day divisional conference of National Theatres, Inc., presided over by Elmer C. Rhoden, newly-elected president, began at NT's home offices.

Every division will be represented. Top-pers from Los Angeles include John B. Bertero, newly-elected president, Fox West Coast Theatres; Edwin F. Zabel, FWC general manager; and Alan May, NT treasurer. From out of town will be Frank H. Ricketson, Jr., Denver, president, Fox Intermountain Theatres, and Richard P. Brous, Kansas City, newly-named president, Fox Midwest Theatres.

Also attending are theatre operating executives M. Spencer Leve, Los Angeles; James Runte, San Francisco; William Thedford, Portland; Senn Lawler, Kansas City; Robert W. Selig, Denver; Gordon Hewitt, Milwaukee; Dave Idzal, Detroit; William Moclair, New York; and Harold Seidenberg, Philadelphia.

Dedicated to an analysis and round table discussion on "new, more and better showmanship techniques," the agenda deals with forthcoming product, money-making bookings, theatre TV, etc.



# Barnett Urges Support Of Boxoffice TV

## Tells Florida TOA Unit To Secure Franchises; Exhibitors Ask Formation Of Research Institute

JACKSONVILLE—"Exhibitors should embrace rather than resist subscription television" was the advice given by Herbert Barnett, president of the Society of Motion Picture and Television Engineers, to the delegates at the annual convention of the Motion Picture Exhibitors of Florida last week.

Noting that pay-as-you-see TV may soon be available to the public, Barnett urged that instead of waiting to discover the competitive effect of this on the theatre, exhibitors should play an active part in providing this service. "It may be wise for theatre owners to secure local franchises for distributing such programs," he told the convention.

"One of the results of increased screen size," said Barnett, "is the necessity of improving picture resolution." For this and other reasons, there is much interest being displayed in 50mm. and 70mm. film.

Another development brought about by the wide-screen is the designing of improved carbons and lamp houses to meet the need for increased illumination. According to Barnett, "The principal limitation at present is the inability of film to stand the resulting temperature rise without buckling." Two approaches to this problem named by Barnett were air and water cooling of the projector gate and a system of pulsed air pressure applied to the film to oppose its tendency to buckle.

Decrying the secrecy and lack of co-ordination between engineering programs, Barnett noted that "heretofore it has been possible to show any picture from any studio in any theatre in the world," and said that we must ultimately return to such a situation.

Barnett suggested that "all theatres could be made to conform to one of two or three projection and sound methods which would give best results to a given house and that such a program would benefit all concerned."

Earlier in the meeting, Alfred Starr, TOA executive committee chairman, announced that Texas Guinan's famous greeting of "hello sucker" applied to theatre men, "who are at the bottom of the industry heap." Describing the sliding scale of 70-30-10 as a "mathematical monstrosity," he said, "you can't make money with poor pictures, and distribution won't let you make money with good pictures."

Nat Williams, Thomasville, Ga., chairman of the meeting, urged the formation of an exhibitors research institute to "get at the causes of present ills and do something about them."

Lamar Sarra, legislative chairman, MPEOF, praised the public relations program of COMPO for its work in obtaining tax relief. Albert Sindlinger, noted industry analyst, discussed downward boxoffice trends and suggested remedial action by

## Big City Theatre Prices Climb To Record High

WASHINGTON—The Bureau of Labor Statistics has reported that motion picture admission prices in big cities have reached a record high almost double the 1935-39 average.

The combined index of adult and children admission prices was put at 199.9 at the end of September. The previous record was 192.8 at the end of December, 1953.

The adult price index was 204.5 compared to a June index of 197.0; the children's index was 172.2 compared to 163.3 at the end of June. The new figure is still below the record 172.5 for the end of December, 1953.

The figures are apt to be a bit misleading, industryites explain, since the primary drop in motion picture attendance has been in lower priced houses and at performances when admission fees are lowest, also.

the industry. Jerry Gold, Panokee; Dick Potts, TOA public relations director; and George Murphy, Hollywood, also addressed the convention.

The convention elected Gold, independent owner, Pahokee, as president for 1955. Elected as equal vice-presidents were Mark Dupree, Jacksonville; Jimmy Biddle, Jasper; Bob Daugherty, Haines City; and Pete Sones, Tampa. Other officials selected were Bill Beck, Jacksonville, secretary; B. B. Garner, Lakeland, treasurer; Mark Chartrand, Miami, TOA representative; and Hugh Martin, Leesburg, regional TOA vice-president. Horace Denning, outgoing president, became board chairman.

## I N D E X

VOLUME 53, NUMBER 5 DECEMBER 1, 1954

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Feature Reviews: "Cry Vengeance" (Allied Artists); "Masterson Of Kansas" (Columbia); "Theodora, Slave Empress" (IFE); "Deep In My Heart" (MGM); "Cattle Queen Of Montana" (RKO); "Trouble In The Glen" (Republic); "The Outlaw's Daughter" (20th-Fox); "The Yellow Mountain" (U-I); "The Big Sleep" (Warners); "Saratoga Trunk" (Warners); "Desperate Decision" (Times); "The Heart Of The Matter" (Associated Artists); "The Fast And The Furious" (American Releasing Corp.).	

## Thanksgiving Helps Holdover Grosses

NEW YORK—The Thanksgiving holiday helped the Broadway first-runs a bit last week with most houses reporting satisfactory grosses, mostly with hold over product.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"DRUM BEAT" (Warners). Paramount, with Jackie Gleason and his TV show on stage in person, jumped to \$116,000 for the second, and unfortunately, last week.

"DESIREE" (20th-Fox). Roxy reported \$56,784 for Thursday through Sunday, with the second week besting the first and sure to top \$81,000.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with stage show, hit \$112,500 for Thursday through Sunday, and also went ahead of the previous week by hitting \$145,000 on the seventh session.

"SABRINA" (Paramount). Criterion was up to \$18,500 on the 10th week.

"CARMEN JONES" (20th-Fox). Rivoli claimed \$36,000 for the fifth week.

"THE ASPHALT JUNGLE" (MGM); "BATTLEGROUNDS" (MGM). Globe was heading toward \$18,500, more than double the previous week, with the opening of these two reissues.

"SITTING BULL" (UA). Mayfair expected the opening week to tally \$32,000.

"ON THE WATERFRONT" (Columbia). Astor reported \$19,000 for the 18th week.

"A STAR IS BORN" (Warners). Victoria claimed \$39,000 for the seventh week.

"THE LAST TIME I SAW PARIS" (MGM). Capitol announced \$31,000 for Friday, Saturday, and Sunday, with the second week heading toward \$46,000.

"PHFFFT" (Columbia). Loew's State claimed \$22,000 for the third week.

## Bertero Heads Fox West Coast

HOLLYWOOD—John B. Bertero, vice-president, director, and counsel, National Theatres, Inc., was elected president last week of Fox West Coast Theatres, NT's principal subsidiary.

Bertero succeeds the late Charles P. Skouras. Theatre operations will continue under the guidance of Edwin F. Zabel, vice-president, NT, and general manager of theatre operations, FWCT.

## COMPO Ad Raps Taxes

NEW YORK—The 31st in the series of Council of Motion Picture Organizations ads in Editor and Publisher last week stated that if municipalities take over all or part of the 20 per cent federal admission tax, which the government gave up on April 1, "they will be putting a roadblock to local retail business which Congress went to great pains to remove."

## Cowboys' Appeal Denied

WASHINGTON—The Supreme Court has refused to reconsider its decision not to review California Circuit Court decisions throwing out suits by Roy Rogers and Gene Autry seeking to bar Republic from selling their old pictures to TV.



# COMPO Reports Sharp Rise In Industry Earnings, Attendance

NEW YORK—A sharp gain in theatre earnings and attendance, coincident with the granting of federal tax relief, and a highly significant reversal in seasonal trends are revealed in a special COMPO report mailed last fortnight to COMPO members.

Second quarter theatre gross earnings jumped to \$270.3 million in 1954 as against \$227.7 million in the same period of 1953, a gain of \$42.6 million, or 18.7 per cent. This gain, the report says, came from two sources, increased attendance and admission tax relief.

These and many other statistics are disclosed in the 12-page booklet, compiled by the COMPO staff and based on research studies made by Sindlinger and Company, analysts, working under the direction of Robert W. Coyne, special counsel, and Charles E. McCarthy, information director, COMPO.

One of the most revealing disclosures is the spectacular rise from 300 to 4,050 in drive-in operations during the last eight years. This is held primarily responsible for the seasonal reversal in motion picture attendance, which now reaches its peak in the months of July, August, and September, which prior to 1952 were comparatively low points in both attendance and earnings. Drive-in attendance has accounted for nearly half of the motion picture attendance during the months of July and August from 1952 through 1954.

The report states that with motion picture attendance now reaching its peak in the third quarter, and the increasing percentage of weekend attendance at other seasons of the year, "changes in production schedules and programming are indicated . . . Exhibitors are also confronted with the necessity of devising ways and means of stimulating week-day attendance and developing a regular movie-going habit among the younger generation and those who have been temporarily diverted to other forms of entertainment."

Theatre earnings kept pace with the growth in attendance. On the basis of preliminary June-September 1954 gross, the annual rate is \$1,191.2 million, which would be \$183.7 million more than in 1953, or an increase of 18.2 per cent.

During the period of inflation, the average admission price for a movie ticket, including the federal admission tax, but not state or local admission taxes, rose from 42 cents in 1946 to 50.61 cents in 1953. This was an increase of 8.61 cents, or 20.5 per cent, but the actual average price of a movie ticket to the average theatre had increased only by about 12 per cent. The reason for the difference, the report says, lies in the fact that during recent years attendance decline on a national basis has been greater in lower priced theatres, and at times of day or week when admissions are normally lower.

A comparison and analysis of average admission prices between the second quarter of 1953 and the second quarter of 1954, which shows a drop of about half a



John B. Bertero, vice-president, director and counsel, National Theatres, Inc., was recently elected president, Fox West Coast Theatres Corporation, National's principal subsidiary. He has been with the company for more than 24 years.

## NSS, Buena Vista In Deal

NEW YORK—Leo F. Samuels, general sales manager, Buena Vista Film Distribution Company, Inc., announced last week that arrangements had been completed between National Film Service, Inc., and National Screen Service whereby the latter will take over accessory and trailer distribution of Buena Vista product. This will apply to all current as well as future Buena Vista releases, Samuels said.

Accessories and trailers were previously handled by National Film Service who will continue to perform billing, collection, physical handling of prints, and other local exchange functions for Buena Vista.

## F And M Appeals Dismissal

WASHINGTON—Fanchon and Marco have appealed to the U. S. Supreme Court the dismissal in the lower courts of its anti-trust action against eight distributors, National Theatres, and Fox West Coast. Action charged that defendants conspired against the Baldwin, Los Angeles, by denying it first-runs.

cent in the average price of a ticket, indicates that a portion of the federal tax saving was passed on to the public.

The number of active theatres in the United States in August, 1954, as shown in the report, was 18,351, of which 14,301 were conventional four-wall theatres and 4,050 were drive-ins. Texas led all states in the number of theatres with 1,362. Pennsylvania had 1,095; New York, 1,091 and California, 1,064. Nevada had only 43, Delaware 44, and Rhode Island, 46.

Federal tax relief, the report shows, has not only resulted in higher theatre attendance and earnings but has checked the alarming trend of theatre closings. The average number of monthly closings increased from 35 in 1946 to 107 in 1953, and reached a high of 149 in the first two months of 1954. During April, May and June, the first three months of tax relief, a total of 351 theatres closed, but in the same period 169 closed theatres reopened, so there was a net loss of only 182 in the second quarter.

## Bishops Bemoan Lack Of Movie Ad Decency

WASHINGTON—The Catholic Bishops of the U. S., holding their annual meeting here last week, expressed "grave concern" over the lowering of standards of decency in motion picture advertising and the "apparent indifference" or responsible industry authorities toward the trend, or their inability to deal with it effectively. They expressed "hope" that no similar lapse from "acceptable standards" will be "allowed to creep" into the work of the Production Code Administration, now headed by Geoffrey Shurlock, following the retirement of Joseph I. Breen.

The Most Reverend William A. Scully, D.D., Bishop of Albany and chairman of the Bishops' Committee on Motion Pictures, reported on the work of the National Legion of Decency, and advised that approximately 43.01 per cent of pictures in the United States during the year were classified morally unobjectionable for general patronage; 36.13 per cent were termed morally unobjectionable for adults; 20.07 per cent were rated morally objectionable in part for all; while only two domestically produced films out of a total of 279 were "condemned."

Of the 73 foreign films reviewed by the Legion, 18 were classified as A-1; 26 as A-II; 22 were rated "B," and seven were "condemned."

The Most Reverend William A. O'Connor, D.D., Bishop of Springfield, Ill., has completed his term, and the Most Reverend Hubert M. Newell, D.D., LL.D., Bishop of Cheyenne, Wyo., has been elected a new member of the Episcopal Committee on Motion Pictures.

## 11,000 C'Scope Houses Forecast

NEW YORK—Basing its estimate on the present total of 9,234 theatre installations, 20th-Fox estimated last week that there would be 11,000 United States and Canadian houses equipped for CinemaScope by the end of the year.

It was explained that of the houses so far installed 7,869 are conventional theatres; 1,234 are drive-ins; 129 are army installations, and two are non-theatrical situations.

Installations are now averaging 200 weekly, it was said, with those abroad keeping pace with those in this country and Canada.

## IFE To Expand Activities

NEW YORK—The board of Italian Films Export announced last week that IFE may eventually distribute films of any nation, as well as those of Italy. This decision was confirmed by Dr. Renato Gualino, president.

While in New York, Dr. Gualino met with John McCarthy, International Affiliates, and George Lourau, Filmsonor, S.A., to discuss their French films.

## Jensen Dies

NEW YORK—Emil C. Jensen, 62, president and general manager of Artcinema Associates, Inc., died last fortnight in St. Charles Hospital of a heart attack. He is survived by his wife, Edna, a sister, and brother.



Walt Disney *presents*

The


# MIGHTIEST

Motion Picture

of them All!

Distributed by **Buena Vista** Film Distribution Co., Inc.





Out of the pages of the world's most amazing novel comes the most eagerly awaited motion picture event of the year—here is screen entertainment filled with the boundless beauty and endless wonder of an existence no man was meant to discover! . . . a powerful spirit of high adventure woven into Walt Disney's most ambitious screen endeavor . . .  
**20,000 LEAGUES UNDER THE SEA.**

**Starring**

**KIRK DOUGLAS** as **NED LAND**,  
the indomitable harpooner . . . a brawling, swashbuckling NEW kind of role for the lusty Douglas . . . descending into uncharted depths with a steel harpoon and an iron heart!

**JAMES MASON** as **CAPTAIN NEMO**,  
the most compelling figure in all the world of adventure. Following up his recent successes with perhaps his greatest role . . . that of the Commander of the Nautilus, dark genius of the vast undersea domains!

**PAUL LUKAS** as **PROFESSOR ARRONAX**  
Renowned star of the Broadway stage as well as the Hollywood screen, Paul Lukas is perfectly cast as the French scientist who symbolizes man's ceaseless desire to behold the powers of the universe!

**PETER LORRE** as **CONSEIL**  
In a career that has included every kind of movie villainy, Peter Lorre finally has a chance to play a different kind of role as the unpredictable Conseil . . . the little man in history's biggest moment!



# ***THE MIGHTIEST MOTION PICTURE CAMPAIGN OF THEM ALL!***

**HARD-HITTING ADVERTISING, PUBLICITY AND EXPLOITATION BARRAGE  
TOUCHES OFF HIGH-POWERED, COAST-TO-COAST CAMPAIGN FOR . . .**

# **20,000 Leagues UNDER THE Sea**



STEREOPHONIC SOUND

**CINEMASCOPE**

COLOR BY

**TECHNICOLOR**

## ➡ **ONE YEAR PUBLICITY DRIVE PRECEDES RELEASE OF 20,000 LEAGUES!**

Covers, spreads and feature articles dominate nation's top-circulation magazines, newspapers and syndicated columns!

## ➡ **ACROSS-THE-BOARD NATIONAL ADVERTISING BLANKETS THE PUBLIC WITH 20,000 LEAGUES SELL!**

Four-color, double spread and single page ads touch off powerful saturation campaign for Disney's mightiest motion picture!

## ➡ **ESTIMATED AUDIENCE OF 30,000,000 WILL SEE SPECIAL 20,000 LEAGUES PROGRAM ON NEW "DISNEYLAND" TV SHOW!**

Two 1-hour presentations carried coast-to-coast over more than 125 ABC-TV stations—to be specifically devoted to 20,000 LEAGUES —

December 8th: "Operation Undersea" • January 19th: "The Story of Monsters"



Walt Disney *presents* The Mightiest Motion Picture of them All!

# 20,000 Leagues Under the Sea

**Starring**

**KIRK DOUGLAS ★ JAMES MASON**  
**PAUL LUKAS ★ PETER LORRE**

**Directed by**  
**RICHARD FLEISCHER**

**Screen Play by**

**EARL FELTON**

**COLOR BY**  
**TECHNICOLOR**

*Based on*  
**Jules** *the famous*  
**Verne** *novel*

## A MIRACLE of screen ENTERTAINMENT

Beneath the surface of the sea lies a world of infinite mystery and menace, of unearthly beauty and uncounted treasure. A world of frightening depths, silent darkness and monstrous power.

This fascinating world now sweeps across the massive CinemaScope screen as Walt Disney brings to life the greatest of all adventure stories. As you live this story with Kirk Douglas, James Mason, Paul Lukas, Peter Lorre, you will be captivated by the strange excitement that overwhelms all who descend into that last, great unconquered realm beneath the sea.

Make room in your memory for an unforgettable experience. The imagination of Jules Verne and the inspiration of Walt Disney combine to bring you a true miracle of screen entertainment. Never has so great a story been given such spectacular presentation!

Distributed by **Buena Vista** Film Distribution Co., Inc.  
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Incredible wonders of another world surround you in magnificent

**CINEMASCOPE**  
Stereophonic Sound



## Italian Production Costs Increasing

NEW YORK—Production costs in Italy have increased four times since 1949 and certain types of labor actually cost more than they would in America. This is the view presented by Ilya Lopert, producer-exhibitor, on his return from Venice where he supervised filming of his current project, "Summertime," the film version of the play, "The Time Of The Cuckoo," starring Katherine Hepburn.

It was two years in preparation and required 100 shooting days, Lopert said. As a result of the increased difficulty in making a film away from home, especially in Venice where the only means of transportation are barges on the canals, the film cost \$150,000 more than the originally estimated budget, Lopert added. The shooting time also ran behind schedule.

Because there are only a handful of key people in Italy, who are in great demand because of increased production there, Lopert thought that it would be cheaper to bring production people from America rather than hire Italians. Lopert estimated costs on "Summertime" to be about \$1,200,000.

The film is expected to be released here around Easter under the auspices of United Artists. The Wolff brothers will handle distribution of the film in England; Korda will handle Germany, Scandinavia, and Switzerland, while United Artists will handle the rest of the world, Lopert said.

Aside from this producing effort, Lopert has financial interests in three other films, "Richard III," which has six more weeks of production; "Lucky Kid," which is now being scored and edited; and "The Man Who Loved Redheads," starring Moira Shearer, a print of which is expected here soon.

Lopert said that he would like to produce one film a year. This, of course, depends upon the availability of material. In his view, it is still more important to have a good story than to depend upon the process. Lopert also said that he plans to make three or four more pictures with Alec Guinness. The Guinness picture already in release, "The Captain's Paradise," Lopert said has already grossed \$1,050,000.

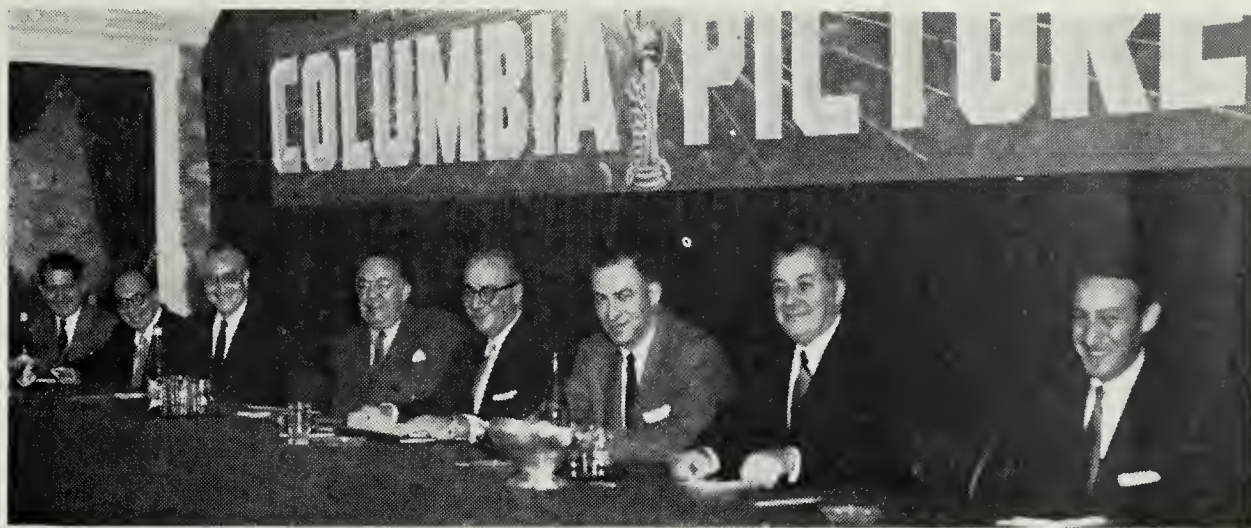
## UCP Executives Named

WASHINGTON—Three prominent executives of motion pictures, radio, and television were elected to leading national offices of United Cerebral Palsy at the fifth annual convention at the Mayflower Hotel last week.

They are Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc.; Earl J. Hudson, vice-president, west coast division, American Broadcasting Company, and former theatre executive in Detroit; and George C. Hoover, South Miami, Fla., theatre executive and chief barker, Variety Clubs International.

Goldenson, who had served as President of UCP since its founding in 1949, was elected board chairman. Hudson was elected vice-president. Hoover was named regional vice-president for the southeast.

Goldenson previously announced he would not stand for reelection.



Columbia executives seen recently on the dais at the company's Chicago sales convention are, left to right, Maurice Grad, short subjects sales manager; Joseph Freiberg, sales accounting manager; A. Montague, vice-president and general sales manager; Jack Cohn, executive vice-president; Rube Jackter, assistant general sales manager; Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity; and Louis Astor and George Josephs, circuit account executives for the film company.

## UA Sets 40 Or More

NEW YORK—Max E. Youngstein, United Artists vice-president, announced last week that UA will have "not less than 40 productions for release in 1955."

Youngstein reported that he recently closed deals for about 15 pictures, which will be announced when the legal papers have been signed.

Youngstein added that UA now has \$10,000,000 invested in six independent productions now shooting. He pointed out that under UA's program over \$30,000,000 has been made available for pictures now being filmed, or contemplated for production, or finished but unamortized.

## Broidy Uses Crystal Ball

HOLLYWOOD—Steve Broidy, Allied Artists president, predicted last week at the Publicists Guild "panhandler" dinner that units of "three or four men from publicity and advertising departments will devote their entire efforts over a period of months or years solely to three or four films. In the sales department," he continued, "separate sales managers will be assigned these same films as a unit, on a national basis. The units will be coordinated by the general sales manager and the national director of publicity."

## Brandt Takes Loew's House

NEW YORK—Brandt Theatres last week acquired the 86th Street Theatre, formerly Loew's 86th Street; and began its operation Thanksgiving day. The new operation is specializing in catering to the neighborhood trade in the area.

## U-I Discloses C'Scope Films Will Be Available For 2-D

NEW YORK—Universal-International announced last week that all future CinemaScope productions will be made available in conventional as well as anamorphic versions. This, of course, includes "Sign Of The Pagan," said to be the company's most expensive picture. The company's CinemaScope productions will also be available in magnetic sound and optical sound prints.

Already, U-I's first CinemaScope release, "Black Shield Of Falworth," has played more than 600 engagements in houses not equipped for the wide-screen process.

## Paramount Promotion Executives To Meet

NEW YORK—The first international promotion coordination meeting in the history of Paramount has been scheduled for the entire week of Dec. 6 at the Hollywood studio. It will set plans to "achieve the full boxoffice potential in the unprecedentedly strong Paramount product lineup for 1955."

The meeting, which also will further resolve the integration of activities among home office, studio and field promotion forces for maximum merchandising benefits, will be attended by advertising, publicity, and exploitation executives from the home office, the studio publicity staff, the field merchandising representatives of the U. S. and Canada, and ad-publicity executives of Paramount International Films.

Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, will preside, and Y. Frank Freeman, Paramount vice-president in charge of the studio, and Don Hartman, executive producer, will address the meeting, as will other executives.

The home office contingent will include Sid Blumenstock, assistant national director of advertising, publicity, and exploitation and advertising manager; Herb Steinberg, national exploitation manager; and Burt Champion, publicity manager. Teet Carle, studio publicity manager, will head the group of studio promotion representatives.

Paramount overseas operations will be represented by Tony Reddin, director of advertising, publicity, and theatres in England, and Odette Ferry, promotional liaison for Continental Europe, as well as Paul Ackerman, director of advertising, publicity, and sales promotion for Paramount International. Also representing the foreign field will be Al Deane, manager, Paramount International department of censoring and editing.

Product sessions will focus on forthcoming major pictures, "The Bridges At Toko-Ri," "The Country Girl," "Mambo," "Ulysses," "The Conquest Of Space," and VistaVision films, "Strategic Air Command," "The Seven Little Foys," "Run For Cover," "The Trouble With Harry," "To Catch A Thief," "Lucy Gallant," "The Far Horizons," "We're No Angels," and "The Ten Commandments."



# ANOTHER WONDERFUL ROMANCE FROM





THE AUTHOR OF "THE QUIET MAN"!



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presents

# TROUBLE IN THE GLEN

Actually filmed in the Scottish Highlands

TRUCOLOR by Consolidated

starring

MARGARET ORSON FORREST  
**LOCKWOOD • WELLES • TUCKER**

co-starring

VICTOR JOHN  
**McLAGLEN • McCALLUM • McCOURT • DUNCAN**

Screen Play by FRANK S. NUGENT

From the story by MAURICE WALSH

Produced and  
Directed by **HERBERT WILCOX**

**A REPUBLIC PICTURES PRODUCTION**

Republic Pictures Corporation





## U-I West Coast Sales Meeting Set

NEW YORK—U-I will hold a week-long sales conference at the studios in California starting on Dec. 6, to be attended by the company's executives from both New York and the studios; home office sales executives; district sales managers; foreign department executives; east and west coast advertising and publicity executives; and representatives of Empire-Universal of Canada, it was announced last week by Charles J. Feldman, vice-president and general sales manager. High on the agenda is a discussion of current and forthcoming product.

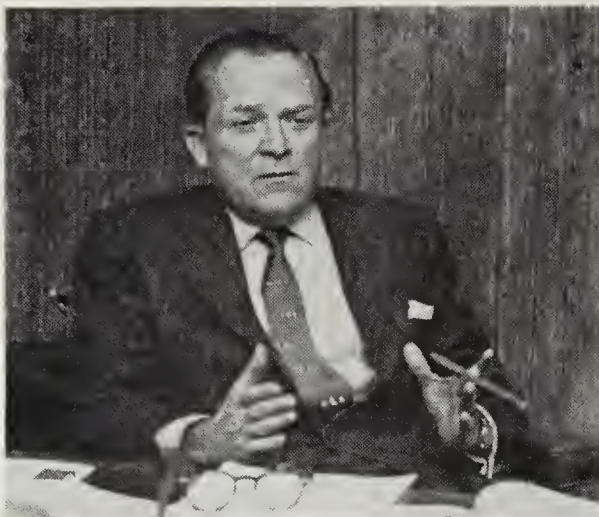
Following the meetings, division sales managers will hold a series of district sales meetings with their district managers, branch managers, and salesmen participating, and with a promotional executive scheduled to attend each of these seven individual meetings.

Top executives from New York and California who will participate in the sales conference include Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; Adolph Schimel, vice-president and general counsel; David A. Lipton, vice-president; James Pratt, executive manager of the studio; and Maurice A. Bergman, eastern studio representative.

Feldman will preside and head the sales contingent which will include Ray Moon, assistant general sales manager; F. J. A. McCarthy, southern and Canadian sales manager; P. T. Dana, eastern sales manager; Foster M. Blake, western sales manager; James J. Jordan, circuit sales manager; Harry Fellerman, sales head, U-I Special Films Division; Irving Sochin, short subjects sales manager; and F. T. Murray, manager of branch operations and maintenance.

A. W. Perry, president, Empire-Universal, which distributes U-I pictures in Canada, and Mark Plottel, sales manager, will also attend.

Americo Aboaf, foreign general manager; Ben Cohn, assistant foreign general manager; and Fortunat Baronat, foreign publicity director, will also attend the meetings.



Walter Branson, world wide sales manager, RKO, recently returned from a trip to Europe for the first foreign industry demonstration of Superscope and stated exhibitors' reactions there were excellent. He was accompanied on the trip by Joseph Tushinsky, co-inventor of Superscope.

## Eastman Kodak Net Earnings Increase

ROCHESTER, N. Y.—Eastman Kodak Company's third-quarter sales showed an improving trend and in total almost equaled the high level of the 1953 third quarter. Net earnings in the quarter showed a gain over the 1953 figure. This statement was made by Thomas J. Hargrave, chairman, and Albert K. Chapman, president, last week, following a meeting of the company's board of directors.

Sales in the third quarter were \$152,714,860, compared with \$152,958,756 for the corresponding 1953 quarter. Consolidated net earnings were \$18,824,501 up 51 per cent over the 12,434,802 in the 1953 quarter. Third-quarter earnings equaled \$1.07 per common share in 1954 on 17,402,261 shares outstanding, compared with 71 cents in 1953 on 17,374,496 shares.

Sales of \$430,846,992 for the 1954 three quarters were off slightly compared with \$439,340,926 for the same period last year.

Earnings before taxes for the three quarters were \$100,458,076, down 11 per cent from \$112,949,175 for the same period in 1953. After taxes, net earnings for the three quarters were \$46,958,693 or \$2.68 a share. This compares with \$34,966,635 of \$1.99 a share a year ago. The increase in net earnings was due primarily to the removal of the excess profits tax.

## Salesmen Elect Slate At National Meeting

CHICAGO—The following were elected officers of the Colesseum of Motion Picture Salesmen of America at their annual meeting last week, Glenn Haviland, Seattle, president; Milton Simon, Chicago, first vice-president; Robert Lightfoot, St. Louis, second vice-president; Jack Eckhardt, Chicago, secretary; Leo Shauer, Chicago, assistant secretary; Edgar Shinn, New Orleans, treasurer; and J. P. Mosley, New Orleans, assistant treasurer.

Regional vice-presidents named were Charles Dortic, Pittsburgh; Kenneth Dotterer, Indianapolis; Paul Weiss, Minneapolis; Walter Walker, Atlanta; and William Tomlinson, San Francisco. Regional committeemen named were W. G. Bugie, Albany; Dave Chapman, Milwaukee; Charles Turner, Jacksonville; and Wayne Bateman, Los Angeles.

The convention voted to reopen the contract which expires on Feb. 17, 1955. The growing "menace" of the independent buying and booking combines was discussed by David B. Bartell in his report to the convention.

Los Angeles was selected as the next annual convention city.

## Columbia Profit Jumps

NEW YORK—Columbia last week reported earnings of \$1,349,000 in the 13 weeks ending Sept. 25. This is an increase of \$587,000 over the same period of last year. Current earnings per share of common stock for the period was \$1.70, compared with 92 cents for last year.

Net profit before income taxes for this 13-week period was \$2,553,000. Estimated income taxes was put at \$895,000, while state and foreign taxes were estimated at \$309,000.

At the meeting scheduled for Dec. 17 at the home office, Columbia stockholders will vote on proposals to increase the authorized common stock of the corporation from 1,000,000 to 2,000,000 shares and to change the authorized no par value common stock, issued and unissued, into common stock having a \$5 par value.

The meeting will also vote on a five year extension of Harry Cohn's employment contract and on reelection of the companies nine directors. A stockholders' proposal, opposed by management, for the election of directors by cumulative voting, will be submitted to the meeting.

## Swedish-American Film Set

NEW YORK—The first American language film produced in Sweden, "The True And The False," was acquired last week for release in the United States and Canada by the Helene Davis Pictures Company, Inc. Produced by Signe Hasso, this romantic suspense drama is based upon tales by Guy de Maupassant and Honore de Balzac, and was written for the screen by Bob Condon.

"The True And The False" was filmed in one version, entirely in English, at the Sandrews Studios outside Stockholm. It is the first of a planned series of films budgeted at \$400,000 to be made abroad by a group headed by Miss Hasso and Arthur Davis.



Emanuel Frisch, fourth from left, chairman, 1954 Brotherhood campaign of the National Conference of Christians and Jews, was recently presented with a silver plaque in recognition of his "outstanding services to the cause of brotherhood" throughout the year, at a committee meeting of the Amusements Division of the NCCJ in New York City. The presentation was made by Sol A. Schwartz, second from right, president, RKO Theatres. John H. Harris, second from left, Pittsburgh, was named chairman for the year 1955. Others who participated in the event and who appear in the picture are J. Robert Rubin, holding plaque, general chairman of the amusements industry; Charles M. Reagan, left, vice-president, MGM; and Ned E. Depinet, right, former president, RKO Pictures, all active in the effort.



# SETTING THE NATION'S BOXOFFICES ON FIRE!



OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

**CARMEN JONES**  
**CINEMASCOPE**

Color by DE LUXE

from 20th Century-Fox



*"It's a pleasure to do business with 20th!"*



# The International Scene .....

## Canada

### Industry Grumbings Pay Off With Press

TORONTO—The rumblings within the motion picture industry on the unfair treatment received by the theatres from the newspapers has begun to pay off, at least on one newspaper officially, and rumor-wise on others.

In Toronto, The Telegram, regarded as Canada's second largest with 265,781, has announced it will expand the entertainment section by several additional columns of news, reviews, photos, and features. The space will be used to bring together the movie column, dramatic and music reviews, and news spread through the paper; plus additional pictures and news and feature stories, including a new Hollywood column and a weekly children's entertainment column.

The newspaper has also promised to cease the understanding that exhibitors of first-run films are given a scene mat in the Saturday entertainment section and pay for the cost of engraving.

Ken Johnson, writer of the "Fun Fare" column for the last two years, has been appointed entertainment editor, with Clyde Gilmour being brought in from Vancouver to write movie reviews, while other important writers are to come, with the name of Stan Helleur mentioned.



Gaspard Fauteux, Lieutenant Governor of Quebec, is seen being greeted at the recent Montreal, Canada, world premiere of United Artists' "Operation Manhunt" by Mrs. Phillip Caplan, president, Cancer Research Society, which sponsored the opening. The gala bow drew impressive contingent of the Dominion's leading government, business leaders and society figures.

Film openings in Toronto will be highlighted on the day of their opening, rather than being restricted to Saturdays. The films "supported," according to a letter from Bas Mason, Telegram promotion director, "will be rotated in the fairest possible manner to all concerned. . . the readers and the advertisers."

The letter from Mason was sent to all distributors and exhibitors in the Toronto area. It is part of a scheme by The Telegram to attract more and more adverti-

ers to its pages, particularly in the light of the Star's, Canada's largest paper, upping their amusement page rates five cents a line and adding to the premium charged theatres.

Other rumblings in the newspapers are heard, with changes rumored for The Daily Star, Toronto, as well as The Hamilton Spectator, Hamilton, where already June Baker has been appointed movie columnist replacing John Robinson. The Spectator is planning expanded coverage. The Telegram, meanwhile, "looks to the day—in the not too distant future—when The Telegram will be pre-eminent as the number one entertainment guide in the Canadian newspaper field." The motion picture industry has already received considerable co-operation from The Telegram, and those in the industry are wishing the newspaper every success.

## Canadian Comment

New Chief Barker of the Variety Club of Toronto is Harry S. Mandell, Twinex Century Theatres, who succeeded William S. Summerville, Jr., B and F Theatres. First assistant chief barker is Dave Griesdorf, general manager, Odeon Theatres (Canada) Ltd.; Clare Appel moved from property master to second assistant chief barker, being succeeded by Paul Johnston, manager, Eaton's Auditorium, who was the only new canvassman on the crew for 1955. Dan Krendel, manager, Famous Players' District B, is dough guy. Other members of the crew are Herb Allen, George Altman, J. J. Fitzgibbons, Jr., Ernest Rawley, Lou Davidson, and Monty Hall.

The possibility of special matinees for juveniles was one of the more important topics discussed at the annual meeting of the Quebec Allied Theatrical Industries. A committee was appointed to make representations to the provincial government for the admittance of those under 16, now banned from seeing films. The policy originated in 1927 as a safety measure. Well-supervised showings just for juveniles would be undertaken if the committee is successful. Similar representations were unsuccessful in the past. Under the chairmanship of William Lester, the competition from TV was discussed at length. The theatre owners expressed the feeling that the competition from TV was most dangerous during a product shortage and when distributors' terms were high. Officers and directors were returned for another year, J. Arthur Hirsch, honorary president; Leo Choquette, vice-president; John G. Ganetakos, treasurer; and Charles Bourassa, secretary. With them on the executive board are D. Robert, C. A. Magnan, B. C. Salamis, Ed Gauthier, Arthur Bahen, and William Elman.

Four new standard-type theatres have been added to the list of those now under construction, bringing to 23 the total number of auditorium houses currently in various stages of work across the country. The recent opening of the Midale, Midale, Sask., brings to 27 the number of four-walls opened in Canada since the beginning of the year. The Midale, first in that town of 312, is owned by J. L. King. The four under way are M. M. Nikoloynk's Wildwood, Wildwood, Alta.,

(Continued on page 21)



The largest trade show crowd ever seen in Montreal, Canada, turned out recently for a special screening of Paramount's "White Christmas," in VistaVision, at United Amusement's York. The showing was held the day of the Quebec Allied exhibitors meeting, which enabled Quebec Province exhibitors, some having traveled 800 miles, to be present at the preview. Seen in the theatre lobby, top, left to right, are R. Gauthier, Regal, Montreal; S. Allard, Garden, Plage Laval; Mr. and Mrs. R. Grenier, Meteor, Dolbeau; and H. David, Viau, Pont Viau; and, bottom, left to right, Hertel Hotte, Commodore, Cartierville; Carl Brock, Princess Cowansville; Mr. and Mrs. R. Landriault, Laurentian, Grenville; Romeo Goudreau, Paramount salesman; A. St. Jacques, Capitol, Thurso; and Winston Barron, Paramount field representative. Company personnel hosted the screening for exhibitors.



# Drawing the teeth of the tiger

The searing heat of the high-powered, long-throw, wide-screen projector is a tiger that could quickly ruin film.

It could—but it doesn't.

Because—today this tiger's teeth have been drawn. Reflection devices let light rays through, hold heat rays back; water-cooled gates and air jets give added protection.

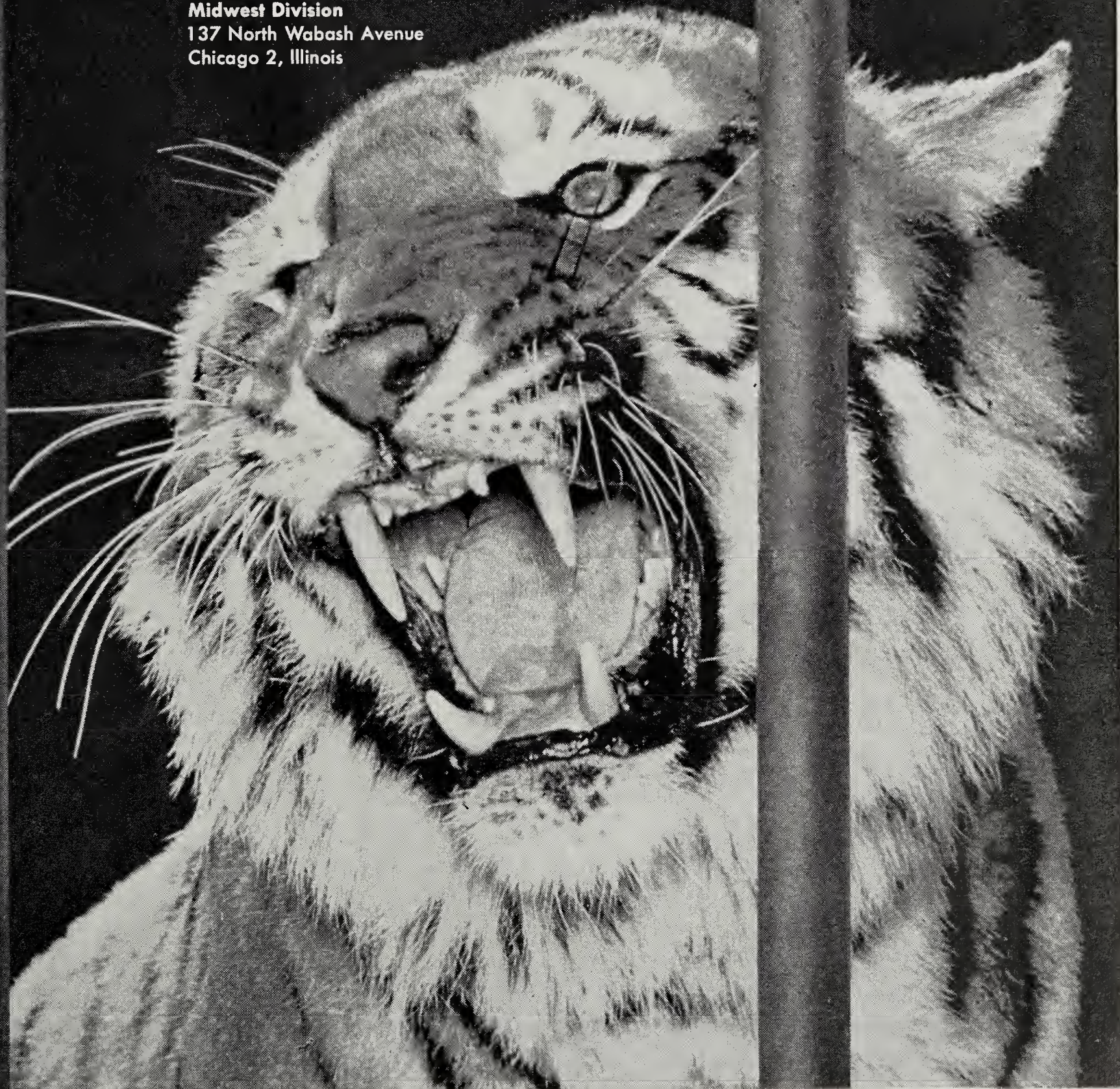
To help solve problems such as this, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department  
**EASTMAN KODAK COMPANY, Rochester 4, N.Y.**

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342 Madison Avenue  
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**West Coast Division**  
6706 Santa Monica Blvd.  
Hollywood 38, California

**Midwest Division**  
137 North Wabash Avenue  
Chicago 2, Illinois





## Konecoff

(Continued from page 4)

Burton was introduced to the assemblage by company press representative Harold Rand, a fine chap and a comer in the field of publicity, who gives his all for 20th-Fox with vim, vigor, and vitality. This lad has a wonderful sense of humor, is quick on the conversational draw, and is eager to learn all he can.

Oh yes, Burton thought "Prince Of Players" a most interesting film, and he was quite eager to follow the heavy schedule laid out by the company for interviews, etc., especially since they were paying his expenses while here.

Lunch was pretty good, too.

**CELEBRATION NOTE:** Jesse Zunser, that ever-popular movie reviewer, critic, and executive editor of CUE Magazine this month marked his 21st year with the mag and was tendered a surprise anniversary luncheon by employees of the organization. Over 100 wires of congratulation were received. What are the greatest pictures he has seen over the years? "Three Little Pigs," "Gone With The Wind," "Best Years Of Our Lives," "Hamlet," "Zola," and "Grapes Of Wrath."

We add our personal best wishes and hope for at least another 21 years of the same.

**THE METROPOLITAN SCENE:** While the Los Angeles Rams were in town, Hal Bartlett hosted in absentia a cocktail party for grid and screen star Elroy "Crazylegs" Hirsch at Toots Shor's attended by various press representatives. . . . The first annual art exhibition of paintings by employees of 20th-Fox was launched with a cocktail party in the company's home office gallery on the executive floor. Various members of the

press were in attendance. . . . Virginia Mayo was in town for several reasons, among them to plug "The Silver Chalice" and to act as Queen of the Macy Thanksgiving Day Parade. . . . Muzak plugging tunes from "White Christmas" to captive audiences everywhere. . . . Walt Disney plugging his "20,000 Leagues Under The Sea," via his TV show on the ABC network. . . . Falling into the better press-book category is the 20-pager out on "So This Is Paris;" "Carmen Jones," also 20 pages; and "White Christmas," 24 pages. . . . Three wonderful performances by Bing Crosby, Grace Kelly, and Bill Holden in "The Country Girl." The Academy is gonna have a tough time with this one. . . . Last week, the papers carried stories from Stockholm about a flock of letters written to Napoleon by Empress Marie Louise being discovered in the archives of the King of Sweden. We can just picture 20th-Fox press agent Lee Pillet secretly making the trip just to plant the missives so that they would be discovered in time for the opening of "Desiree" at the Roxy last week. What initiative! . . . Stills from oldtime films are on sale in portfolios at the Museum of Modern Art. . . . Some 600 cabs in town are carrying special stickers plugging "Desiree." . . . A later dispatch tells us that "Aida," mentioned above, closed the first week with \$22,432. . . . Recent issue of Life carried a six-page spread mit color yet on three new Japanese films, all produced by Masaichi Nagata, head of the Daiei Studios in Tokyo. They are "Ugetsu," distributed by Ed Harrison; "Hell's Gate," being readied by Harrison, and "Golden Demon." . . . Good pressbooks with 20 pages of saleable material are out on "The Barefoot Contessa." . . . Other entries to be noted are out on "Woman's World," "Shield For Murder," "They Rode West," "This is My Love," and "Phffft."

## About People

**LONDON**—Following the return from the United States of general sales manager Macgregor Scott, the Associated British-Pathe executive announced last week that Terry O'Neill had been appointed the company's representative in America. After serving with the U. S. army during the war, O'Neill joined Exclusive Films, Ltd., as a booking executive. Later he returned to America as special television representative for Allied Artists. In his new position, he will supervise the activities of Associated British-Pathe's affairs in the U. S. and Canada. His appointment is part of Pathe's world-wide plan to extend the selling of their product, and follows the recent appointment of Noel Crickett in Australasia.

**NEW YORK**—David A. Bader, vice-president, Atlantic Television Corporation, was elected last week as 38th president, Associated Motion Picture Advertisers. Other officers elected with him are Martin Davis, advertising and publicity manager, Samuel Goldwyn Productions, vice-president; Harold Danziger, Columbia, secretary and Hans Barnstyn, Trans Lux 52nd Street, treasurer. Lige Brien, United Artists executive and outgoing president, becomes board chairman. The board includes Meriam F. Brandon, Gordon White, Blanche Livingston, and Harry K. McWilliams. Ray Gallagher was elected to the board of trustees to replace Bader. Cy Eichman, Astor, was elected head of public relations.

**HOLLYWOOD**—Milton E. Pickman is the new executive in charge of production at Distributors Corporation of America. Pickman's immediate duties will be to complete production set-ups on "Finian's Rainbow," which is being co-produced by Maurice Binder and DCA, and to handle production details of operating functions on all DCA products.

### Service Screenings Protested

**WASHINGTON**—Walter Reade, Jr., TOA board chairman; A. Julian Brylawski, TOA vice-president; Maurice Goldstein, chairman, MPAA distribution; and Kenneth Clark, MPAA vice-president, met with D. Walter Swann, deputy defense secretary, and Fred Bund, representing the army and air force, last week to protest the screening of first-run pictures in military camps before theatre release.

The meeting was to explore the situation, and to discuss informally what might be done. It was agreed that the military arms should make reports to Swann, who would make them available to the producing, distributing, and exhibiting industries.

### Cinema Lodge Celebrates

**NEW YORK**—The New York Cinema Lodge of B'nai B'rith celebrated its 15th anniversary last week with a special meeting at the Hotel Astor. The 10 past presidents of Cinema Lodge were honored, and president Burton E. Robbins received a special citation for the fulfilling of Cinema's fund raising quota during the past year. The winner of the 1954 Cadillac sedan awarded to one of the holders of the \$25 contribution share certificates was Sid Nagler, Nagler Sign Shop.

## This Was The Week When . . . .

"Deep In My Heart," MGM's Christmas release nationally, was scheduled for its world premiere at Radio City Music Hall, New York, on Dec. 9. . . . Leon Roth, United Artists' publicity coordinator, arrived in New York from Hollywood for meetings with home office executives on promotion plans for forthcoming releases. . . . 20th-Fox's "There's No Business Like Show Business" was set to bow in 275 domestic and Canadian engagements during the Christmas and New Year holiday season. . . . It was revealed that "Hell's Gate," Japanese film that won the grand prize at the Cannes festival, will be the Christmas attraction at the Guild, New York. . . . The March of Dimes set sponsorship of the premiere of UA's "Romeo And Juliet" at the Sutton, New York, on Dec. 21.

Max E. Youngstein, United Artists' vice-president, returned from a west coast visit during which he conferred with executives at the company's Hollywood office and met with UA producers. . . . Walter Gould, head, Gibraltar Productions, announced a deal giving his company exclusive distribution rights to Hallmark's high grossing twin attraction, "Karamoja" and "Halfway To Hell," in nine eastern exchange areas. . . . The world premiere of 20th-Fox's "There's No Business Like Show Business" at the Roxy, New York, was set as a benefit for the Actors' Fund of America. . . . Distributor George J. Schaefer announced that "Day Of Triumph," Eastman Color feature portraying the life of Christ, will have its first U.S. openings at the close of the year. . . . Edmund Grainger Productions, Inc., named "The Treasure Of Pancho Villa" as its first film for distribution by RKO.

William J. Heineman, United Artists distribution vice-president, and B. G. Kranze, general sales manager, serving as co-captains of the Robert S. Benjamin Drive, announced that the Washington, St. Louis, and Salt Lake City branches have captured first place in the fourth week of the second lap. . . . Officials of the National Tuberculosis Association were tabulating the results of the national Christmas Seal contest to see what American community gets the gala world premiere of Warners' "The Silver Chalice."



## Miscellaneous

### In The Newsreels

#### IN ALL FIVE:

New York City: Vishinsky dead. Los Angeles: UCLA trounces USC in football.

#### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 96) Washington and New York: Mendes-France. Seattle and Montreal: Yuletide nears. Columbus, O.: Ohio State overwhelms Michigan.

NEWS OF THE DAY (Vol. XXVI, No. 226) Washington NATO chiefs meet. San Diego, Cal.: First flying L.S.T. Formosa: Survivors of Red sinking welcomed. Football: Ohio State overwhelms Michigan; Oklahoma routs Nebraska.

PARAMOUNT NEWS (No. 29) Hollywood, Cal.: Scandinavian dignitaries welcomed. Fashions: Creations for the younger set. Football: Baylor vs. SMU.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 624) Washington: NATO chiefs meet. Hollywood, Cal.: Scandinavian dignitaries welcomed. Seattle: Yuletide nears. Football: Ohio State overwhelms Michigan.

WARNER PATHE NEWS (Vol. 26, No. 31) Korea: Seoul crowds protest election plan. India: New Delhi youth salute Nehru. Washington: Thanksgiving ceremony held. Washington: Chancellor of Austria here. United Nations, N. Y.: Mendes-France. Hollywood, Cal.: Film director gets award from France. Football: Ohio State wins.

#### IN ALL FIVE:

Indo-China: Refugees flee.

#### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 95) Denmark and California: Air line via Arctic opened. Washington: French Premier greeted. New York City: Queen Mother of England sails for home. Germany: Ping pong champs. Australia: Whippersnapper cracks the whip. New York City: "Desiree" premiere.

NEWS OF THE DAY (Vol. XXVI, No. 225) Washington: French Premier greeted. Denmark and California: Air line via Arctic opened. Algeria: Mounting crisis. England: Queen Elizabeth at the movies. New York City: Queen Mother of England sails for home. Germany: Ping pong.

PARAMOUNT NEWS (No. 28) Toronto, Canada: Santa Claus. Washington: President Eisenhower receives Thanksgiving turkey. Morocco: Locust plague. Washington: French Premier greeted. Washington: Top awards in aviation. England: Queen Elizabeth at the movies.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 623) Morocco: Locust plague. Washington: Top awards in aviation. Washington: President Eisenhower receives Thanksgiving turkey. At Sea: Sportswear fashions for belles and beaux. At Sea: Final tests of Navy's new steam catapult. England: British fistic flurry. Detroit: Lions claw 49'ers in pro football.

WARNER PATHE NEWS (Vol. 26, No. 30) Washington: French Premier greeted. Washington: Top awards in aviation. At Sea: Final tests of Navy's new steam catapult. Denmark and California: Air line via Arctic opened. United Nations, N. Y.: U. S. offers world atoms for peace. Morocco: Locust plague. Egypt: Naguib ousted as President. New York: Giants trounce Eagles in pro football.

### Concerning MGM's "Deep In My Heart"

The following unsolicited wire was sent to Charles Reagan, MGM, on Nov. 22, and reflects the experience and picture judgment of Jay Emanuel, who has been an active exhibitor for more than 40 years. While "Deep In My Heart" is reviewed in **THE SERVICE** in the usual way, this can be regarded as an added bulletin about a brilliant potential success:

Having screened "Deep In My Heart" last night, I'm still shaking my head this morning and saying, "Wow." For the first time in my 40 odd years in the industry, I heard applause break right into a picture in a screening room, and I must admit that I clapped too. Jose Ferrer and every writer, player, and technician having anything to do with it should get an Oscar. It is one terrific show. You will agree that as a theatre owner I would always resist a two a day policy for any picture, but this is different. The Romberg story, as big as you have made it, deserves the biggest presentation that this industry ever gave a picture. My sincere congratulations to MGM for a tremendous accomplishment.

Sincerely,

JAY EMANUEL.

*NOTE: You know that we are the toughest and most realistic reviewers in the business; but don't take our word for this one. See it! We're sure you'll agree with our enthusiasm.*

J. E.

### Skouras Tribute Planned

NEW YORK—Industry leaders turned out last week for the first meeting of the sponsors of the dinner concert to be presented in honor of Spyros P. Skouras, president, 20th-Fox, by the American Fund for Israel Institutions on Jan. 5, 1955, at the Waldorf-Astoria. Dinner chairman Simon H. Fabian, president, Stanley Warner Theatres, addressed the sponsors and set a goal of 2,000 reservations for the affair, which is presented annually by the fund.

The program this year will offer Metropolitan Opera stars Rise Stevens and Robert Merrill, Pierre Monteux conducting the Symphony of the Air, and City Center Ballet stars Andre Eglevsky and Diana Adams.

### RKO-Pathe Moves

NEW YORK—RKO-Pathe moved its offices last week to 1270 Avenue of the Americas, where RKO Radio Pictures has its home office, it was announced by Jay Bonafield, vice-president, RKO-Pathe. The organization is currently at 625 Madison Avenue. Production operations will continue at the RKO-Pathe Studios at 105 East 106th Street, according to Bonafield.

### Blumberg Condition Improves

NEW YORK—Nate J. Blumberg, board chairman and former president, U-I, was reported in favorable condition at Doctors Hospital following a heart attack suffered last fortnight.

### The International Scene

(Continued from page 18)

the first in that town; H. Bubel's Roxy, Edson, Alta., where two other houses are now being planned; the Park, Atikokan, Ont., the second there; and the Wouters' family 500-seat house in Unity, Sask., the second in that town of 1,247. The closing of the Savoy leaves Wolseley, Sask., without a showplace.

**CINE CHATTER**—Foreign films are strong in Ottawa with four first-runs showing them exclusively, another two days a week, and a house across the river at Hull, Que., coupling French product. . . . One of the most important appointments recently is that of Jim Hardiman as director of advertising and publicity for Odeon Theatres (Canada) Ltd. He replaces Wannie Tyers who has returned to theatre operations and becomes manager, Odeon Hyland, Toronto. Hardiman was previously assistant director of advertising and publicity. He has been with Odeon since 1947 and in the advertising department since 1951. He was drive captain in the recent Odeon Big Show, which was the most successful showmanship drive carried out by the circuit. Ron Leonard, formerly manager, Odeon Humber and Odeon Danforth, Toronto, has rejoined the company as a member of the advertising and publicity department together with Charles Mason. He will work at exploitation and showmanship. . . . The first Cinerama operation in Canada will be at the Imperial, Montreal. The theatre, owned by Famous Players Canadian Corporation, has been taken under lease for a period of one year, with options.

## England

Officers of the Variety Club of Great Britain, Tent 36, for 1954 held a meeting at the Savoy Hotel, Strand, London. They are chief barker, J. Carreras; first assistant chief barker, Norman Harrington; second assistant chief barker, Tom O'Brien; dough guy, Nat Cohen; property master, Ben Henry; canvassmen John Harding, C. Pearl, Max Thorpe, and A. T. L. Watkins; ex-officio canvassmen D. J. Goodlatte, Sir David Griffiths, O.B.E.; C. J. Latta, and R. S. Wolff, and press guy David Jones.

In London a meeting of the general council of the Cinematograph Exhibitors Association has given a vote of complete confidence to general secretary Walter R. Fuller following the resignation from the organization of the Rank organization and the Essoldo Circuit, together representing over 700 theatres. The meeting also approved a motion for a complete review of CEA's "antiquated and cumbersome constitution." First step planned is to regroup CEA's 26 branches which will lead to a more efficient general council.

## Germany

Warners have registered in Bonn, Warner Brothers Film GmbH, a producing company to make features in West Germany designed for exploitation in that area. Hans Kubaschewski and Paul Thieffers have been appointed managers by Joseph H. Westreich, who came to Frankfurt from Paris for the establishment of the firm.



# BETTER MANAGEMENT

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## Cambridge Theatre Aids Senior Citizens

BOSTON—The University, Cambridge, Mass., managed by Stanley Sumner, is believed to be the first theatre in the country to cooperate with its local Community Service Committee in offering its senior citizens reduced prices to the theatre. Cambridge residents who are 65 years of age or older are offered reduced admissions, matinees and evenings. The project was arranged by the Cambridge Community Services Committee for the Elderly in an effort to brighten the lives of its elderly citizens now living under reduced or fixed incomes.

Eligible applicants may go to one of the ten Red Feather or Community Service headquarters to procure identification cards which are then presented at the boxoffice for the reductions of 25 cents at each weekday performance.

When the program was presented to Sumner he immediately recognized its civic and social significance in an attempt to build up the morale of the city's elderly theatre patrons. "We are testing this project from December first to March first to determine the results. If it is as successful as we hope it will be, we will continue it indefinitely. Today there are many elderly people living in fixed income brackets who simply cannot afford to attend our theatre as often as they desire. We are giving them a chance for diversion and entertainment by offering them this opportunity to attend our theatre more often. This is a Red Feather project which we are delighted to cooperate with."

The Cambridge Chronicle-Sun came out with an editorial entitled "Another First For Cambridge," congratulating those involved in carrying out the project.

In this current Senior Citizen plan, Sumner and the management of the University are to be congratulated on the inception of a project which can easily sweep through the nation as a civic endeavor of prominence and goodwill.

## UA Sets "Twist" Tieups

NEW YORK—A national co-op promotion backing United Artists' "Twist Of Fate" with merchandise displays at 40,000 retail outlets and an extensive slate of newspaper ads has been set with the International Laytex Corporation, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation.



Manager Bob Turner, Fifth Avenue, Seattle, recently stirred up interest for his engagement of UA's "The Barefoot Contessa" by touring a shoeless model through the downtown district with handbag labelled, "It's better with your shoes off. Main 1686." Those who dialed the number were greeted by smooth-voiced theatre operator inviting them to come up and see the film.

## "Vera Cruz" Records Launched

NEW YORK—The mammoth music promotion backing United Artists' "Vera Cruz," Hecht-Lancaster Superscope spectacle starring Gary Cooper and Burt Lancaster, was launched last week with national distribution of the first six recordings of the title song by Victor, Decca, Mercury, Capitol, and MGM, it was announced by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists.

The top-budget tune campaign spotlighting UA's first release in Superscope will feature a coordinated publicity and exploitation program employing disc jockey and other radio support, a variety of TV plugs, newspaper coverage, and tie-ins with chain stores, department stores and school music departments. Leo Feist, Inc., publishers of the sheet music, will also join in the drumbeating that will carry to every exchange area of the country.

Dealer aids backing the platter promotion in record stores also tie in with the picture.



The above is one of the many window displays which helped sell UA's "Operation Manhunt" in Montreal, Canada. The Trans Canada Airlines, which figures in the film, spotlighted the world premiere at the Princess with this display.

## African Trip Is Prize In U-I Campaign Test

NEW YORK—Exhibitors in small towns will have an opportunity to compete with exhibitors in large cities and independent theatre showmen will be able to match their talents with circuit theatre exploiters in the new national exhibitor showmanship contest being conducted by U-I in connection with the American release of the new J. Arthur Rank Organization film production, "West Of Zanzibar," it was announced last week by Charles J. Feldman, vice-president and general sales manager.

The prize will be a trip for two to Africa, locale of the picture produced by the Rank Organization in association with the Schlesinger Organization of South Africa. The trip being offered to American showmen for the best American campaign on "West Of Zanzibar" includes visits to major South African cities as well as to the wild game preserves which provide some of the exciting film backgrounds.

In announcing the national showmanship competition, Feldman stressed that every exhibitor in the United States who develops a campaign on the picture will have an equal opportunity to win the prize. He explained that the campaigns and other activity developed by each exhibitor will be judged solely on the originality of the ideas and by the effective way they are developed, regardless of the size of the theatre or the status of the exhibitor. Certain basic campaign material will be provided to all exhibitors who play the picture, but it will be the initiative of the individual theatre man in developing his campaign which will count most with the judges, who will consist of the editors of the leading American motion picture trade publications.

Feldman pointed out that this will be the first exhibitor showmanship contest conducted by U-I or perhaps by any other film company where exhibitors in all types of theatres and situations will have an opportunity to compete on equal terms for one big national prize, the African vacation.

The contest will start with the January national release of "West Of Zanzibar," and conclude June 1, 1955, with the winners to be announced shortly after that deadline date.

## Mars Ties In With "Hansel"

NEW YORK—Joining the long list of merchandising tie-ins with Michael Myerberg's RKO release, "Hansel And Gretel," is the Mars Candy Bar Company, manufacturer of Milky Way Candy bars.

One-hundred-thousand 22-inch streamers will be displayed in all candy stores in cities where the Myerberg production is shown. All displays are designed to appeal to the younger set.

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## NEWS OF THE

## Territory

## BRANCHES

## Atlanta

In for a booking and buying trip was E. J. Hunter, Colquit, Colquit, Ga. . . . The Moultrie, Moultrie, Ga., has been equipped for the showing of the new wide-screen processes, according to manager Charles Clark. . . . The Ritz, Tarbor, N. C., was gutted by fire. It is understood that the theatre will be rebuilt.

The next meeting of WOMPI will be held in the club rooms of the Variety Club, with Evelyn Campbell as guest speaker. She is with the Formwalt School for Underprivileged Children. . . . In for a visit with the local United Artists branch was George Pabst, district manager, New Orleans, and Jack Schlaifer, home office. . . . Buford Stiles, branch manager, U-I, New Orleans, and his wife were on the Row. . . . Snake Richardson, branch manager, Astor, was back after a trip to Tennessee. . . . Charles Simpson, theatre owner in Tennessee, was in.

Miss Betty Landers, booking department, Allied Artists Southern Exchanges, has moved up to secretary to president Arthur C. Bromberg. . . . Betty Wright is the new secretary to Marvin Doris, sales manager, 20th-Fox.

Lillian Morris, 20th-Fox, has returned from a vacation spent in New Orleans. . . . District manager Bob Ingram, Columbia, was back after a trip to Chicago. . . . Walter Walker, sales representative, Columbia, was back after attending the Colosseum convention in Chicago.

The Green Point Drive-In, Metter, Ga., has been closed and dismantled. . . . On the Row visiting were Donald Boardman, Skyview Drive-In, Augusta, Ga., and R. L. Buzbee, Ritz, Dadeville, Ala.

The engagement of Phyllis Hardin, National Screen Service, has been announced. She will marry Roy Williams in the spring. . . . Herman Rhodes, drive-in owner, Georgia and Alabama, was at home recuperating from an heart attack.

Jim Bolus, former MGM booker, is salesman for Republic. . . . Dave Loden was appointed booker at MGM. . . . Sam McCook, MGM booker, checked in after a vacation spent in Miami. . . . Evelyn Lynch has resigned from Republic to move to Baltimore, Md., with her husband. . . . Betty Cochran and Flo Caranza, formerly with Columbia, have returned to their old jobs there. . . . The Exhibitor Service is now doing the buying and booking for Woodside Drive-In, Greenville, Tenn.

On the Row booking were Juanita Pemberton and Mrs. Juanita Force, Lakemont Drive-In, Alcoa, Tenn.; Jay Sadow, Sadow Theatres, Chattanooga, Tenn.;



Mrs. Betty Rary was recently named president, Women of the Motion Picture Industry of Atlanta, succeeding Mrs. Nell Allen, who resigned due to ill health. Mrs. Rary had been serving as first vice-president. She is employed at United Artists and has been on Film Row for approximately 12 years.

Harry Dennis, Bon-Air Drive-In, Augusta, Ga.; Eddie Watson, Strand, Montevallo, Ala.; J. W. Peck, Pex, Sparta, Ga.; Joe Davis, Jolin, Arifton, Ala.; and R. E. Zeibell, Swan, Norcross, Ga. . . . Mack Jackson, theatre owner, Alexander City, Ala., has entered the hospital in Birmingham, Ala., for an eye operation.

Harold T. Spears, general manager, Bailey, new chief barker, Atlanta Variety Club, announced that the club allocated approximately \$100,000 for charity during 1954. Spears was named to succeed A. B. Padgett. Other officers named are Lex Benton, first assistant; R. J. Barnes, second assistant; M. A. Barre, dough guy; and Willis J. Davis, property master. All officers will be installed at a dinner at the club on Dec. 4.

The Cumberland Amusement Company, Winchester, Tenn., has closed the following drive-ins—Plaza, Tullahoma, Tenn., and Rhea, Dayton, Tenn. . . . Babe Cohen, president, Howco, was a visitor at the local branch office.

The Bon-Air Drive-In, H. Dennis, Augusta, Ga., has installed wide-screen and anamorphic lenses. . . . Bob Tarwater, sales manager, United Artists, checked in after a stay in the hospital. . . . Mrs. Frank Harris, wife of the owner, Harris Theatre Supply Company, Charlotte, is still hobbling around with a broken foot bone.

## Charlotte

Piedmont Promotions and Booking, Bill Talbert and Dock Theimer, owners, reports that Mr. and Mrs. Henry Smith, Palmetto Drive-In, Florence, S. C., were in for the convention and to confer with them about booking. . . . Sundown Drive-In, Newton, N. C., is putting in wide-screen and CinemaScope. . . . Piedmont is doing the buying, booking and advertising for the Bessemer City-Kings Mountain Drive-In, Kings Mountain, N. C., Gay Stinnett, owner. . . . P. G. McGee, Winston Salem Drive-In, Winston Salem, N. C., was in conferring with Piedmont and attending the convention. . . . New speakers have been installed in the Albemarle Road Drive-In.

Attending the convention were Queen City Buying and Booking Service accounts, Vernon Holder, Skyline Drive-In, Rocky Mount, N. C.; Howard McNally, Boulevard Drive-In, Fayetteville, N. C.; Sid Burts, Belt Line Drive-In, Columbia, S. C.; Dan Drummond and Pete Chris, Flamingo Drive-In, Winston Salem, N. C.; John Callahan, Lexington Drive-In, Lexington, N. C.; Carl Frazzelle, Sunset Drive-In, Richlands, N. C.; Dick Sylvester, Richlands, Richlands, N. C.; Clyde Carr, Ocean Park Drive-In, Morehead City, N. C.; Harry Cook, Center, Mount Olive, N. C.; and E. C. Smith, Midway, Midway Park, N. C.

Jimmie Hobbs, AA branch manager, Atlanta, was in. . . . Ben Rosenwald, MGM branch manager, Boston, was in. He was branch manager here before going to Boston. . . . J. B. Dumestri, Atlanta, was here conferring with his local manager, Bill White, manager, Southeastern Theatre Supply Company.

Harry Pickett says they are installing wide-screen and putting in CinemaScope equipment at the State, Columbia, S. C. . . . Fritz Goldsmidt, 20th-Fox salesman, Washington, was in calling on some of the booking agents that operate theatres in Virginia.

Walter Griffith, co-chairman, 42nd convention, Theatre Owners of North Carolina and South Carolina, collapsed and was taken to the hospital. R. L. Bostick, vice-president, National Theatre Supply, Memphis, Tenn., was here conferring with his local manager Bob Turnbull, and attending the convention.

Queen City Booking Service reports that Skyland Drive-In, Skyland, N. C., was closing for the winter. Also closing is the Sundown Drive-In, Greensboro, N. C. . . . R. N. Young is the new office manager at National Screen Service. . . . Theatre Booking Service reports the closing of Monroe Road Drive-In, Charlotte, N. C., for the winter. . . . R. C. Harris, 220 Drive-In, Biscoe, N. C., was in conferring with Queen City.

At a meeting of Variety Club of Charlotte, Tent 24, the entire crew and officers were reelected by unanimous vote. They are John Vickers, Sr., chief barker; H. F. Kinsey, first assistant chief barker; F. H. Beddingfield, second assistant chief barker; J. F. White, dough guy; and R. M. Simril, property master.

## Jacksonville

The Five Points, which first opened its doors in 1949, will close for about three weeks for a limited redecorating job and for the installation of a completely new CinemaScope screen designed by Ben Schlanger, New York. Manager Bill Beck said the Five Points will reopen with a Christmas run of "20,000 Leagues Under The Sea."

Carl Carter has booked an unusual attraction for a week's run at each of his Ribault and Air Base Drive-Ins. He is presenting Ella Carver, a high diver who plunges from a 90-foot tower into 5,000 gallons of water covered by a film of burning gasoline.



Thomas P. Tidwell left his duties as branch manager, 20th-Fox, for an autumn visit, with Mrs. Tidwell, to their home state of Texas. . . . Ollie Williamson, Warner divisional manager in Atlanta, was here for talks with Carroll Ogburn, Warner branch manager, and circuit bookers. . . . Ted Chapin, manager, Marion, Ocala, Fla., and French Harvey, manager, Daytona, Daytona Beach, Fla., were in.

Florida State Theatres, which operates in 28 communities of the state, was preparing to launch an annual drive, called the 1954 Manager's Opportunity Drive, for increasing theatre attendance and for decreasing controllable expenses. The drive was set up for five weeks. Named as drive leaders were Harry Botwick, south Florida area; Frank Bell, west coast area; and J. L. Cartwright and Robert Heekin, north-central Florida area. It was announced that cash prizes amounting to several hundred dollars would go to the winning managers and assistants in each of the three districts.

Now added to the long list of local CinemaScope houses is the suburban San Marco, managed by Al Hildreth. . . . With one of the longest local runs of the year, Sheldon Mandell said that "A Star Is Born" would go into a third week at the St. Johns. . . . "Phffft" ran as a special midnight show offering at the Palace prior to its regular run.

## Memphis

Gil Brandon, Film Transit vice-president, was named president of the new Park Woodland Civic Club. . . . Ben Bluestein has been elected an honorary director of Variety Club. Bluestein is ill at his home. Announcement was made by M. H. Brandon, Sr., chief barker, serving his third term. New board members are Fred Meyers, Colonial; M. A. Lightman, Jr., Malco Theatres; Nathan Reiss, Reiss Enterprises; Howard Nicholson, Paramount; Tony Tedesco, United Artists; Ben Bass, Rosewood; George W. Simpson, Film Transit; Conrad Bach, National Theatre Supply; Fordyce Kaiser, Allied Artists; G. L. Brandon, Film Transit; and Alton Sims, Rowley-United Theatre.

Winners in team of four play at the recent tri-state contract bridge championship at the Peabody were M. A. Lightman, Sr.; Oswald Jacoby, Dallas; James Jacobs, Dallas; Joe Skinner, Jackson, Miss.; and Fred Berger, Natchez, Miss. . . . Big plans are in the making for the remodeling of the Summer and Bellevue Drive-Ins, announces Kemmons Wilson, owner. Louie Weaver, manager, says they will be able to present every type of movie now made.

Alton Sims, Rowley-United Theatres, and treasurer, Variety Club's Hospital for Convalescent Children, was guest speaker at a dinner of the Soroptimist Club.

S. V. Eagan is the new owner, Grand, Siloam Springs, Ark., having purchased it from L. B. Killebrew. The house will be booked by Ed Hartman, Kansas City. Eagan also owns the Spot, Siloam

Springs. . . . Marjorie Malin and her mother, Lura, Augusta, Ark., were in booking, and Marjorie advises she is a new WOMPI. . . . Jack Katz, Ritz, certainly made a lot of friends by continuing the Ritz as an art house.

## New Orleans

Mr. and Mrs. Harold Cohen were on a business and pleasure trip in Atlanta and Jacksonville. They motored to Tampa to spend Thanksgiving Day and the weekend with their son, Harold, Jr. . . . Luke Conners, manager, Warners, was in Baton Rouge, La., and other points on business. . . . L. D. Powers, Bounds and Houck, Texarkana, Tex., was a visitor at Joy's Theatre headquarters, as was Alec Rosenthal, Silver City and Joy, Alexandria, La.

Lee Seicshnaydre, Republic chief, checked in after a business trip in Mobile, Ala., and other Gulf Coast towns. . . . Bob Bixler, Dallas, Paramount field representative, and Parker Sneidau, Times Picayune, were at the local exchange, and with manager William Holiday deliberated on exploitation on some of the forthcoming Vista-Vision releases. . . . Evelyn L. Stoddard, former Film Row-ite, is now head cashier at the American drug store.

Mr. and Mrs. Claude Darcey and daughter-in-law, New Opera House, Morgan City, La., were booking and joined the gang at Gentilich before returning home. . . . Lucille Castelluccio, Dixie Films inspectress, and Noah J. Alleman kept an altar date on Nov. 20.

Bob Kelly returned to the Row for a visit after a trek to the doctor's office. Also visiting was Paul Tessier, well-known as one of the industry's old timers.

Out of the city Louisiana exhibitors seen around were F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin Theatres, Vacherie; Phillip Salles, Covington; Usy Pellegrin, Rex, Chauvin, accompanied by Bill Duplontis; Anna Molzon, Royal, Labadieville and "Pops" Robert, Royal, Norco; E. R. Sellers and Milton Guidry, Yam Drive-In, Opelousas; Luke Fontana, Arcade, Slidell; and Lefty Cheramie, Rebstock, Golden Meadows.

Thank you, Tom Watson, Lyric and Varsity, Ellisville, Miss., for your renewal subscription to MOTION PICTURE EXHIBITOR. . . . Sam Ewing, Atlanta, Steven's Pictures television representative, was at the local exchange. . . . Connie (Hodges Theatre Supply) and Milton (office manager, Paramount) Aufdemorte hied to Nassau for a vacation.

Tapping a lovely Contessa with an edition of The Item brought Paul Maher \$150. The much-sought mystery woman in a three day hunt was a Loew's State-The Item-UA stunt to promote "The Barefoot Contessa." Other gimmicks to merchandise the movie were free guest tickets given to the first 25 people who registered at Werleins for a Crosley TV set, which was given free to the lucky ticket holder.

The management of the Panorama donated the use of the lobby and front of theatre to the First Special Marine Infantry Battalion stationed at the Naval Air Base here, who set up a recruiting booth before Veterans Day in connection with the return showing of "Sands Of Iwo Jima." Hanging over the entrance door was the original photograph of the memorable flag raising scene on Mt. Suribachi, a loan from Herbert Yates, Republic president.

Transway reminded that the trucks will not operate on Friday, Christmas Eve, but will operate on Saturday, Christmas night. . . . The Louisiana, Baton Rouge, La., is closed again. Also scheduled to be closed on Dec. 2 is the Foly, Crystal Springs, Miss. Both are Dixie theatres.

## Florida Miami

The Center had a free Thanksgiving kiddie show, sponsored by a local department store. . . . Bob Green, Wometco personnel director, completed seven years of service with the circuit and became a member of the Old Guard organization. . . . Edward Reilly, Florida State Theatres property manager, was installed as president, Key Biscayne Association at the group's annual meeting.

Lillian Rowe, Wometco accounting department, was on the sick list. . . . Robert Battin, manager, Beach, Miami Beach, Fla., was chosen winner of the "Beau Brummell" award in a contest of all the theatre managers in Florida. . . . Burton Clark, manager, Boulevard Drive-In, North Miami Beach, Fla., was featured in an article in The Fort Lauderdale, Fla., Daily News discussing Wometco's new drive-in on David Boulevard, now being built.

Another Wometco official who attended the Florida Theatre Owners' convention in Jacksonville was Elmer Hecht, district manager. . . . In Fort Lauderdale, Fla., the Florida, Warner, and Victory announced they would act as baby-sitters from 9 a.m. to 5 p.m. on Dec. 4 while parents go Christmas shopping unencumbered. In cooperation with the Downtown Merchants' Association, the theatres have arranged continuous entertainment, the presence of Santa Claus, and a gift for each child on that date. In addition, there will be a door prize of a boy's and a girl's bicycle at each theatre.

Mrs. Bertha Adams, who played organ accompaniment for silent movies 35 years ago in the Olympia and Leach Theatre Circuits, died. . . . Suzie Cloughton, daughter of the circuit owners, was in charge of the social program at the University of Miami homecoming.

For "Brigadoon," Florida State Theatres promoted two cases of Scotch whiskey for a giveaway to disc jockeys, appropriately wrapped in plaid paper and labeled with the playdates. . . . Ralph Puckhaber, manager, Florida, is the proud father of a son. . . . John David was born to Dave Payne, Olympia.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

Front office film exchange employees in Local F-37, IATSE, have nominated the following candidates for offices for the coming year, with the election and installation scheduled for the January meeting: president, Robert Laws, Columbia booker, and Jack Quigley, U-I booker; vice-president, Marlene Kilgour, MGM bookkeeping department, and Virginia Meyer, 20th-Fox bookkeeping department; secretary, Patricia Quigley, UA stenographer, and Gail Klingerburg, Warner biller; financial secretary, Etta Kuhlman, Warner secretary, and Rosemary Burkhardt, Warner cashier department; treasurer, Helen Winkler, Warner cashier, and May Lou Harrison, Columbia cashier department; business agent, James Levendusky, MGM booker; executive board, Ann Keck, Warner booker; Robert Doppes, U-I booker; Janet Stalf, UA clerk, and Grace Barger, U-I contract clerk; trustees (five to be elected), Rosemary Meyer, U-I booker; Lucille Arnold, U-I secretary; Florence Hermann, MGM cashier; Wilbur Hetherington, UA booker; James Christianson, U-I booker; and Janet Sperber, RKO stenographer; examining board (five to be elected), Dorothea Lange, MGM accounting department; Beverly Hoffman, Warner cashier department; Ethel Stenger, 20th-Fox accounting department; Marjorie Zahner, Columbia contract department; William Poppe, UA booker; and Jane Chris, 20th-Fox cashier department; and guardian, John Kallmeyer, 20th-Fox booker.

Because of booming business for IFE films, Murray Baker, sales representative in the Indianapolis and local territories, is seeking larger Film Row office space.

About \$22,000 was the take for the third annual Old Newsboys' Day, when copies of a special edition of the Post were sold by 1,500 men and women throughout the city, under sponsorship of the Variety Club foundation. The money will be used for work of the Council for Retarded Children and Goodwill Industries.

Away on business trips were George A. Kirby, Republic branch manager, to West Virginia points; Robert McNab, 20th-Fox branch manager, to Columbus and Springfield, O.; and Sam Weiss, 20th-Fox salesman in Columbus, to the Colosseum convention in Chicago.

Recent Film Row visitors included David P. Weiner, National Film Service, New York; Bernard Jacon, IFE general sales manager, and exhibitors Charles Scott, Vevay, Ind.; George Turlukis, Hamilton, O.; Frank Yassenoff, Columbus, O.; James Herb, Dayton, O.; Fred Donahue, New Boston, O.; Bob Harrell, Cleves, O.; Bill Settos, Springfield, O.; A. D. Curfman, Westerville, O.; Ray

Laws, Lebanon, O.; Chalmers Bach, Eaton, O.; John Goodno, Huntington, W. Va.; James Denton, Owingsville, Ky.; and Charles Behlen, Lexington, Ky.

Additional matinee showings of "This Is Cinerama" were screened at the Capitol during the Thanksgiving weekend. . . . Gene Tunnick, widely known along Film Row, has been named UA branch manager in Philadelphia. . . . Betty Oppenheimer is a new receptionist at 20th-Fox. . . . Elmira Moser, former UA biller, introduced her baby boy to Film Row friends.

## Cleveland

Frank Manete, Loew's Stillman, ran a special want ad for a Santa Claus street bally man in connection with his showing of "White Christmas." The Cleveland News capitalized on this by running a house ad to the fact that its want ads "get results—even when a Santa Claus is needed."

Milton A. Mooney, president, Cooperative Theatres of Ohio, and his wife were scheduled to leave on Thanksgiving Day for a six week cruise to the Orient. They will stop off in Hawaii, Manila, Japan, and Hong Kong, with Jan. 10 as the return date. . . . Edward Cutler, former RKO booker who resigned to enter the insurance business, is back in the picture business as a salesman for Allied Artists.

Mary Drews, Republic booker for two and a half years and with Lippert before that, is leaving the business world to devote her time to the new ranch home she and her husband are building in Mayfield Village. Her successor is Jack Kenehan, promoted from shipper. "Casey" Wein, business manager for F-5 and B-5, is in charge of the Republic shipping room. . . . Members of the Cleveland Skin Divers Club and their families were guests of IFE district manager Mark Goldman at a private screening of "Hell Raiders of the Deep."

Dorothy Dandridge, a Cleveland girl, made an unusual personal appearance. When "Carmen Jones," in which she is starred, was sneak previewed at the Palace, she took over the boxoffice and sold admissions for the 8:30 show. . . . Robert Long held a week long seventh birthday anniversary for the Fairview, where he is manager. Starting on Sunday, all adult patrons received free guest tickets to attend a future show; on Tuesday there was a turkey drawing; on Wednesday there were door prizes which included four \$25 government bonds and luggage; on the Thursday matinee, the first 500 women attending received roses; and on Saturday there was a special kiddie program with free prizes.

Horace Adams, president, Independent Theatre Owners of Ohio, was one of the speakers at the Allied of Indiana convention in Indianapolis. Attending the convention banquet were Tom McCleaster, 20th-Fox branch manager, and his wife, and Jack Silverthorne, manager, Hippodrome, and Mrs. Silverthorne.

Walter Lastition plans to build himself a home in Warren, O., next spring

so as to be near his Skyway Drive-In. . . . Max Mink, Palace manager, had important guests this week. They included Albert List, president, RKO Theatres, and Jerry Shinback, theatre district manager. . . . Frank Slavik, with theatres in Mount Gilead and Wellington, O., has appointed Gene Hedrick assistant manager at the Capitol, Mount Gilead. . . . Local exchanges have been notified by George Wakeley that the Del-Lu, Gibsonburg, O., is closed and will be dismantled. . . . Gary Grieve has been appointed assistant to Ed Pyne at the Park, recently acquired by the Associated Theatres Circuit.

Salesmen report that Chris Velas, Capitol and Temple, Bellaire, O., fell and broke his ankle. . . . Salesmen's Club of Cleveland, which was collecting money to send to Fred Schram in Fort Lauderdale, Fla., for transfusions, upon learning of his death sent a fat check to his widow.

Edward Shulman, who took over the Heights as an art house, is overwhelmed with the success of his policy.

Morris Lefko, RKO district manager, and Frank Belles, branch manager, will attend a company meeting in New York early in December. . . . John Johns has joined Manny Pearson in the MGM publicity department here. . . . Bernie Rubin, head, Imperial Pictures, was in New York lining up more new product to take the place of the reissues in which he previously specialized. His Christmas releases include "Black Pirates," with Anthony Dexter and Lon Chaney, and "A Race For Life" with Richard Conte.

Bob Wile, executive secretary, Independent Theatre Owners of Ohio, made a hit with the members of the Lion Club of Solon, O., before whom he spoke. In the gathering was Solon's mayor, Edwin W. Cater. His instructive talk on movies, censorship, and competition was followed by the showing of three short subjects produced by the MPAA.

After being denied the Masonic Hall and the Manger Hotel, Group 16, formed to present a series of foreign art pictures which were not passed by the Ohio Censor Board to a membership group, has finally come to rest in the Moreland, a 1200-seat house which has not been in general operation for some five years. The series began with "Dedee" and will be followed with "Casque d'Or"; "Manon"; "Under Paris Skies"; "The Young and the Damned." There will be only one performance of each production.

At the close of a show at the Rivoli, Toledo, O., an usher found two little boys whose mother, they said, had gone for a drink of water. She never returned. To date no trace of either parent has been discovered. The boys are 3 and 2 years old. They do not know their last name, nor where they live. Howard

## FOR SALE

Craigsville year-round Drive-In Theatre. Grossed over \$35,000 last year and more this year! Netted \$6,000 by July 10 this year. For sale at \$18,000. PHONE, RICHWOOD, W. VA. 5547



Feigley, owner, found pinned to the jacket of the older boy a note saying, "Please take my little boys to the welfare station so they can have a home. I have no money and no food for them. Please see that they get a home."

A jury in a Toledo, O., federal court rendered a verdict in favor of the Theatre Leasehold Corporation operators, Paramount, in a personal suit filed by George Resier claiming \$125,000 damages for injuries received in March, 1953, when he opened a door and fell into a raised orchestra pit. He was musical director of the stage show, "Top Banana," and claimed that injury to his arm and shoulder interfered with career as a violinist. Federal Judge Frank L. Kloeb, directing the jury, pointed out that according to Ohio law, "A person opening a door to enter a dark room is at fault if he falls in the room and is injured."

## Detroit

The Variety Club of Detroit, Tent 5, has elected the following officers for 1955: Harold Brown, chief barker; H. E. Stuckey, first assistant chief barker; Ben Rosen, second assistant chief barker; William Wetsman, dough guy; Ernest Conlon, property master; and James F. Sharkey, international canvassman.

Alice Gorham, head of publicity, United Detroit Theatres, recently effected a promotion with the Croley Milner department store tying-in with women's white hats and labeling the promotion "White Christmas" hats.

Bill Green, the Cinerama exploiter who has just returned from a swing around Milwaukee and Chicago, reports business there is even better than here. . . . The Police Censorship Board sliced 8,550 feet in October as opposed to the complete passing of the September list. . . . Bangor, Mich., advance editorially asked that someone do something about a theatre in the town. Editor Phil Wood pointed out that there had been no local outlet since the Sun burned in 1951. . . . Mutual Theatres is booking George Fletscher's recently reopened West End.

The Butterfield Mecca and Center, Saginaw, Mich., are being remodeled for commercial use. Another Butterfield house, the Strand, Sturgis, Mich., has been taken over by Robert Newman, former partner in its operation. . . . Loop projectionist Mortimer Fox has moved to the Garden. . . . U-I salesman Ted Levy is back on the job after a recovery from his recent operation.

Variety Club of Grand Rapids, Mich., Tent 27, elected the following officers for 1955—Fred J. Barr, Jr., chief barker; Walter W. Fisher, first assistant chief barker; Martin Giaimo, second assistant chief barker; Charles W. Bissell, dough guy; and Clive R. Waxman, property master.

## Indianapolis

The Vogie has reopened. Henry Davidson has been named manager. Davidson formerly managed houses in Louisville,

Ky., and Terre Haute, Ind. The Vogue has undergone extensive renovation, including 800 new seats. The auditorium has been recarpeted and projection equipment has been renovated.

Alfred McCarty closed his Roxy, Pendleton, Ind. . . . George Condon has been added to the sales force at 20th-Fox. . . . Paramount and 20th-Fox have booked their Christmas parties at the new Variety Club, which is expected to open about Dec. 1. Volunteer members are decorating it on weekends. . . . Jules Lapidus, general sales manager, Warners, was in from New York. . . . Max Shaefer resigned as assistant manager, Indiana, to become manager, Esquire.

The Rex, Boonville, Ind., will close. . . . Mr. and Mrs. R. L. Conn and family attended the Ohio State-Purdue football game. . . . Ray Thomas, U-I salesman, is confined by fluid in his lungs. . . . Allied Artists announced the saturation on "The Human Jungle" at which time the picture will open in Indianapolis and all other situations in the territory.

Alfred McCarty closed his Roxy, Pendleton, Ind. The building has been sold and will be converted.

The Maplecroft, Clayton, Ind., has installed Simplex Magnetic Sound Excelite Lamps, Simplex XL mechanisms and Hertner Transverter. . . . The Avon, Lebanon, Ind., has installed complete Simplex stereophonic sound system and Super Panatar lenses. . . . Tom Speer, operator, Monroe, Monroe City, Ind., has installed Walker high intensity screen and wide angle lenses. . . . William H. Whitley, operator, Colonial, Kokomo, Ind., has installed Walker high intensity screen and Super Panatar anamorphic attachments.

## Pittsburgh

John H. Harris, chairman, National Conference of Christians and Jews, has appointed James G. Balmer as city chairman; Meyer Fine to handle Cleveland; Rube Shor to handle Cincinnati; and Roy Wells to handle Dayton, Ohio.

Nat Nataro, former Warner manager and one of the sponsors of Los Chaveles de Espana, has just been elected a vice-president of the Roth Theatres, Washington, Virginia, and Maryland.

John H. Harris, head, Harris Circuit, was to have sailed for Europe on the Queen Elizabeth to catch a couple of ice shows, but postponed his trip in order to attend the Variety Club banquet. He also conferred with Oscar Johnson and Roy Shipstadt, co-producers of his Ice Follies.

Dick Brown, former operator, Grant, Millvale, Pa., is now selling Chevrolets for Coyne and Evans, Etna, Pa. . . . Charles Trozzo, Central, Hermine, Pa., was elected a vice-president of the National Bank in this town. Beside operating the theatre, he also runs the largest hardware store in town.

George Wasko, Rivoli and Rex, Portage, Pa., is breaking ground for a new

300 car drive-in on the outskirts of Portage. . . . George Male, former booth operator, Folly, Erie, Pa., for 20 years, has just leased the Hillcrest. . . . Byron J. Keehan, former Columbia salesman, is now operating the Gretna Greens Drive-In, Gretna, La.

John M. Alderdice, South Hills realator and operator of the first movie theatre in that district, died at his home.

Variety Club of Pittsburgh, Tent 1, held its 27th annual banquet at the William Penn Hotel last week and while the talent headed by George Jessel, the perennial master of ceremonies and Dick Shawn, the comedian; Bill Kenney, the former lead in the Ink Spots; The Novellites, Helene and Howard, the Murphy Sisters, and George Nader were all big time, along with the music by Maurice Spitalny and Orchestra, it was the newly adopted foundling, the first Negro baby adopted by the Club that stole the show. Norman Mervis, retiring chief barker, turned the newly adopted charge over to I. Elmer Ecker, the newly elected chief barker. His selection of "Catherine Variety Sheridan VI," was hailed by Mayor David L. Laurence as more evidence of Pittsburgh's outstanding tolerance among American cities. Highlighting the banquet was the presentation of the Tent's sixth Heart Award posthumously to the late Richard S. Rauh for his warm humanitarian service to all people regardless of race, color or creed. The award was accepted by his widow, Mrs. Helen Wayne Rauh from Rosey Rowsell, chairman, heart award committee. Awards were also given to Walt Fromer, a former Pittsburgher, who produces the "Strike It Rich" TV giveaway show. Two members of the show, Warren Hull and Bess Meyerson, a former Miss America, were in attendance. Among those on the dais were George Hoover, International Chief Barker; Jack Beresin, chairman, executive board, Variety International; Marc Wolf, International Main Guy; George Eby, second assistant chief barker; Edward Emanuel, International Property Master; Nate Golden, chairman, Heart Committee, Variety International; James G. Balmer, ceremonial officer, VCI; Ecker; Fromer, Hull, Miss Meyerson, Mayor Laurence, Rowsell, chairman, humanitarian award committee, VCI; Rabbi Herman Halpern and Father V. P. Brennan, clergy of Tent 1 and Mervis.

## Ohio Columbus

Paul Sokol, son of manager Robert Sokol, Loew's Broad, is recovering nicely from head and leg injuries suffered when he was struck by an automobile while riding his bicycle. Paul, who is 13, is confined to Children's Hospital.

## Dayton

Mrs. Arthur S. Kany, wife of veteran motion picture-drama editor, The Dayton Journal-Herald, was killed in an automobile accident. Kany, seriously injured, was in the Good Samaritan Hospital. Howard Kany, a son, is attached to the CBS News Bureau in New York City.



## NEWS OF THE

## Territory

## Chicago

Jack Rose, Indiana-Illinois Theatres, and his wife announced the engagement of their daughter, Suzanna, to private first class Bernard Robert Spak, son of Mr. and Mrs. Joseph Spak. Miss Rose is a graduate of the University of Michigan and her fiance is an alumnus of Roosevelt College and Kent Law School.

Blaming lack of cooperation on the part of city officials, producer Sam Katzman, who came to film scenes for "The Chicago Story," took his actors and technicians back to Hollywood. . . . Samuel Stremich was named P and A manager, Northville, Mich.

The Chicago will return to a stage show policy, along with pictures at the conclusion of "A Star Is Born." The Oriental is also considering vaudeville with pictures. . . . Charles Klafter, World Playhouse manager, returned to his duties after recovery from an auto accident.

The committee handling arrangements for the 24th anniversary celebration of Allied Theatres of Illinois at the Chez Paree, Dec. 29, was announced by president Jack Kirsch as Van Nomikos, general chairman; Jack Clark, chairman on arrangements; Bruse Trinz, chairman on publicity; and Charles Lindau and Jack Rose, co-chairmen of ticket sales.

Adam J. Schnieder, 69, projectionist at the Warner, Milwaukee, since its opening in 1931, died at Aberdeen, S. D. . . . Federal Judge Campbell overruled a motion by B and K and Paramount to be removed as defendants in the Monroe \$300,000 anti-trust suit against the majors.

MGM publicity directors met with Emery Smith to discuss campaigns for future productions. Among those attending were Arthur Caton, Ivan Fuldauer, Will Caton, Ted Galanter, Judson Moses, and Manny Pearson. . . . The mother of Tom Aspell, Jr., MGM Los Angeles manager, passed on in Grand Rapids, Mich.

Thomas C. McConnell, theatre attorney, and his wife returned from a Paris vacation. . . . The Indiana University film library will distribute Walt Disney color films for educational purposes. . . . The SMPTE was addressed by John Ott, John Ott Pictures, Inc.

Herb Kaufman was named to represent Hal Makelim in this area. . . . The death of Lionel Barrymore recalled memories to William K. Hollander, B and K ad chief. In 1914, when Hollander was movie critic for the Daily News, Barrymore told him he would "never play in pictures."

The second of the open forum luncheons held by Jack Kirsch, president, Allied Theatres of Illinois, and

members with sales managers of the majors, was also a decided success. The first meeting was with William C. Gehring, 20th-Fox, and the second with Abe Montague, vice-president and general sales manager, Columbia. President Kirsch said in his introductory remarks, "In establishing this policy, the board of Illinois Allied was of the firm belief that meetings of this calibre, whereby the sales heads of the film companies could gather with the exhibitors of this area, would do much to provide distribution with a closer understanding of the problems of theatre owners on a local level and thus help create a better distributor-exhibitor relationship. Consequently, it is felt that much benefit can be derived from these meetings by both distribution and exhibition for after all both of our branches are greatly dependent upon one another, and neither of us, we believe, can go forward and prosper without the other. . . . Events of the past year, evidenced by the new wide-screen advances made by the industry which helped to reawaken public interest in the movies, had given us great encouragement. But today that feeling of encouragement is being dampened by certain prevailing conditions in the industry as relating to film sales policies to a point where exhibitors now fear that the slight gains that have been made are slowly but surely being taken away from them. In a shrinking production market, which is markedly prevalent in our business today, this kind of a situation is dangerous and can very well spell the doom of our industry—exhibition as well as distribution—and the sooner distribution is made fully cognizant of these dangers and approach them in a spirit of understanding and cooperation, the better it will be for all concerned."

William O'Connell, manager, and Richard Kubick, assistant manager, Highland, recently arranged with local Boy Scouts to set a tepee and totem poles in the lobby as exploitation on "Sitting Bull."

## Dallas

According to district manager Arlie Crites, Frontier Theatres, Inc., CinemaScope screens have been installed in the Avalon, Clarksville; Lynn, Gonzales; Texas, Haskell; Baker, Lockhart; Aztex, Albany; Palace, Burkburnett; Plaza, Decatur; State, Gainesville; Palace, Georgetown; Leon, Graham; Leroy Lampasas; Westex, Olney; and Palace, Quanah, all in Texas. . . . June Miller, Warners, is away on a leave of absence and is being replaced during this time by Virginia Hollywood.

Kendall Way, an Interstate Theatres executive, was elected Chief Barker of Dallas Variety Club, Tent 17. He succeeds Albert H. Reynolds, general manager, Ezell Associates. Other officers elected include Charles Darden, first assistant chief barker; Don Douglas, second assistant chief barker; Meyer Rachofsky, treasurer; and Joe Caffo, secretary. . . . Joan Boyd, Warners, is taking a Thanksgiving vacation. . . . The Kaufman Pike Drive-In is now equipped with a CinemaScope screen.

Vera-Ellen, in Paramount's "White Christmas," was in preceding the opening at the Palace. . . . The rummage sale staged by the Women of the Motion Picture Industry is another mark to their credit and success. Now that that is out of their way, they are making more plans for their work toward the "Dream Home" they are planning.

Visitors on the Row included K. Lee Williams, De Queen, Ark., and Louis Littlefair, Palace, Gainesville; Sonny Martini, Galveston; Ford Keith, Grandbury; Al Mortensen, Tom Vincent, and Alec McKenzie, Houston branch, Southwestern Theatre Equipment Company; Mrs. Matson and daughter, Madisonville; Bob Dennis, Varsity, San Antonio; and Ford Taylor, San Angelo, all in Texas.

Irwin Rust, city manager and booker, Leon Theatres, and three drive-in managers, Walter Joley, Garland Road Drive-In; Joe Guillory, Hampton Road Drive-In; and Harold Goodman, Denton Road Drive-In; and Elmer Gordon, Fort Worth, Tex., were business visitors. . . . Colonel H. A. Cole, Allied Theatre Owners, and Julius Gordon, Jefferson Amusement Company, Beaumont, Tex., were in New York to attend the COMPO meeting. . . . Mildred Fulenwider, Ezell and Associates, is very proud of her new son, Michael Lewis.

Dorothy Lee McCain, Ezell and Associates, was married to Odell Vaughn. . . . Rebecca Jane is the new baby daughter of Novia Willmon, who was secretary to Jack Vern, Altec. . . . The girls of the Oklahoma City Exchange Center have arranged a luncheon for Dec. 4 at the Oklahoma Club. A number of the local Women of the Motion Picture Industry will be present to formulate plans for the WOMPI organization in Oklahoma City. Lois Chambers, Video, estimates that between 35 and 40 local girls will attend.

The Crew of Variety Club of Houston, Tex., Tent 34, are Mack Howard, chief barker; first assistant chief barker, Paul Boesch; second assistant chief barker, E. J. Miller; dough guy, Augie Schmitt; property master, Bob Bailey; international canvasman, Howard; and delegates, Bruce Layer and Al Lever.

## Denver

This city's newest drive-in, the Evans, will remain open all winter for patrons who prefer seeing movies from the family car. Comfort is assured by electric car heaters furnished without cost. The Evans also has seats in an indoor glassed auditorium. The spot is equipped for wide-screen processes.

Fox Inter-Mountain Theatres has sold the Rialto to Norman Probst, who also owns the New State and the Palace. The houses are in the three blocks on Curtis Street that once boasted 12 theatres.

J. Phillip Conway, Denver advertising man, has been named publicity man for Buena Vista by Marvin Goldfarb, district supervisor. Conway will service all of the territories in Goldfarb's district, which are Denver, Salt Lake City, Kansas City, Omaha, and Des Moines.



Syngman Rhee, president of Korea, writes that he is taking a phrase out of a Durango, Colo., projectionist's poem as the title of a book he has just written. The poem, written by Milford Shields, Kiva, contained the phrase "Korea Flying High," which was the title of the new book, as evidenced by the autographed copy sent by Rhee to Shields.

Al Brandon, recently in independent distribution, has been taken on by RKO as salesman, covering the northern district. Harold Copeland, who has had that territory, has been moved to the central district, covering eastern and north-western Colorado. . . . Clarence Batter, formerly booker, Brandon, is taking over the film buying and booking business carried on by Brandon.

Al Kolitz, RKO district manager, went to Billings, Mont., to attend the world premiere of "Cattle Queen of Montana." . . . Lester Zucker, Universal district manager, was in for conferences with Mayer Monsky, branch manager. . . . E. E. Jameson, Kansas City, owner, Denver Shipping and Inspection Bureau, and a similar service in his home city, was in for conferences with Lynn Fetz, manager.

Lou Kolocheski, Paramount booker, was on jury duty. . . . Carl Mock, theatre appliance salesman, lost his wallet containing \$150, railroad tickets, and identification cards, to pickpockets in Chicago.

According to an announcement by C. U. Yaeger, president, Atlas Theatres, a new theatre will be constructed at Brighton, Colo., to replace the Rex, destroyed by fire recently. The new house will be 700 seats, stadium-type, and will cost about \$150,000. Modern in design, the house will open in the early spring. . . . The Gem, Campo, Colo., owned by Bernard Newman, was burned to the ground.

Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres, recently named to head additional National Theatre houses in the east, left on his first swing to inspect the new theatres. He is visiting Milwaukee, Detroit, Philadelphia, and New York.

Seen on Film Row were Owen West, Rock Springs, Wyo.; Mrs. Marcia E. and Miss Elizabeth Zorn, Julesburg, Colo.; Frank Burdick, Moorcroft, Mont.; Esmond Hardin, Hay Springs, Neb.; John Murray, Springfield, Colo.; Ray David, Chadron, Neb.; L. H. Mills, Espanola, N. M.; C. E. McLaughlin, Las Animas, Colo.; Fred Hall, Akron, Colo.; Dave Edwards, Salt Lake City.; Elden Menagh, Fort Lupton, Colo.; Sam Cain, Pueblo, Colo.; and Larry Starsmore, Colorado Springs, Colo.

## Des Moines

The Rialto, Newton, Iowa, is being converted into a garage. . . . The Lyric, West Des Moines, has reopened following the completion of an extensive remodeling program. . . . Arlan Peahl, DeWitt, Iowa, has been named manager, Monte, Monticello, Iowa, replacing Herschel Drury.

J. E. Montgomery, Corydon, Iowa, has purchased the theatre at Eldon, Iowa, and will operate it himself. . . . Byron Shapiro, manager, Columbia, attended a branch managers' meeting in Chicago. . . . Carl Olson, United Artists manager, was host to a number of UA executives including Jim Velde, division manager; Mike Lee, district manager; and D. V. McLucas, Omaha.

## Kansas City

Jack Braunagel, drive-in manager, Commonwealth Theatres, and his wife are on vacation in Florida. . . . Fox Midwest executives went to the west coast for the top-level meeting which E. C. Rhoden, newly appointed president, National Theatres, has called. Those attending will be the newly elected Fox Midwest president, Richard P. Brous; division manager, Senn Lawler; and district managers, Leon Robertson, Ed Haas, Jim Long, Fred Souttar, and John Meinardi.

New officers were elected at a recent meeting of Loge 12, Colosseum. They are president, John Weinberg, RKO; vice-president, George Regan, 20th-Fox; secretary, Gene Jacobs, Paramount; and treasurer, Earl Dyson, RKO.

Visiting were M. J. Leach, Little River, Kans.; Ben Adams, Eldorado, Kans.; Dale Danielson, Russell, Kans.; Ray Brown, Eldorado Springs, Mo.; R. C. Davison, Pattonsburg, Mo.; Paul McNell, Marceline, Mo.; and Bob McCollum, Clarence, Mo.

## Los Angeles

Variety Club of Southern Nevada, Tent 39, elected the following officers for 1955: Ernest Cragin, chief barker; Fred Soly, first assistant chief barker; Eugene Murphy, second assistant chief barker; Harry White, property master; and Robert Cannon, dough guy. Past Chief Barker Jake Kozleff will serve as international canvasman, and Stan Irwin will be press guy.

Mrs. Ella L. Beaudine, mother of William Beaudine, veteran film director, died in a Hollywood hospital following a six-months illness. A native of New York City, she had lived in Hollywood for 35 years. Besides her son, she is survived by four grandchildren and 13 great grandchildren.

## Minneapolis

Village council of Bloomington, a suburb, rescinded by a unanimous vote a drive-in license it had granted to Minnesota Entertainment Enterprises. The corporation had proposed construction of a drive-in at 78th and Normandale Road, Bloomington. Residents in the area had opposed vigorously the theatre at a public hearing. The council also passed an ordinance prohibiting future establishment of any other drive-ins in the village. There is one other drive-in in Bloomington, operated by MEE.

Film exchange personnel jammed the adjacent new Alma's Cafe for its grand opening and free coffee and doughnuts. . . . Deadline for the "Julius

Caesar" promotional contest in the area has been extended from Dec. 15 to Jan. 15, it was announced by Harry Sears, Minneapolis zone press representative, MGM. . . . Hy Chapman, Columbia branch manager, attended the branch and division managers' meeting in Chicago.

Dick Kolling, booker, Columbia, is recuperating from a recent operation. . . . Audrey Olson, secretary, Independent-Lippert, vacationed in Houston, Tex. . . . Lem Jones, 20th-Fox short subject sales manager, was in. . . . Harry Weiss, RKO Theatres district manager, returned from a swing around his territory. He visited situations in Kansas City, Denver, Des Moines, Sioux City, Iowa, Cedar Rapids, Iowa, and Omaha.

Recent out-of-town exhibitors on the Row were Lauren Garnant, Leroy, Minn.; Bill Danelz, Elmore, Minn.; Joe Dufault, Oaklee, Minn.; Clarence Zimmerman, Castleton, N. D.; Alex Perkins, Le Center, Minn.; Frank Lesmeister, Blair, Wis.; and Paul Perrizo, Blue Earth and Winnebago, Minn. . . . I. M. Brown, head engineer, Ballantyne Compay, was in making improvements in the 20th-Fox screening room's CinemaScope equipment.

Herman Frajola, operator, Lyceum, Gilbert, Minn., suffered a heart attack and is recuperating at home. . . . Ray Pitts, Pitts Film Service, Hopkins, Minn., also suffered a heart attack and is hospitalized. . . . Burtis Bishop, Jr., MGM midwest sales manager, and Eli Kalisch, Bishop's home office assistant, were in. . . . Gene Meredith, office manager, Warners, is sporting a new Oldsmobile.

Recreation room and front of the 20th-Fox exchange have been painted, and new chairs have been purchased. . . . Northwest Theatre Service, buying and booking combine, has moved into its new quarters. . . . All residents of Scotland, S. D., were welcome to free admission to "Brigadoon" when it played the Hollywood, Sioux Falls, S. D. Stan Goodman, manager, informed the town's residents that all that was needed for the passes was a letter postmarked from Scotland and a stamped, addressed envelope.

The crew of the Variety Club of the Northwest, Tent 12, has L. J. Miller as chief barker; Sim Heller, first assistant; Charles Winchell, second assistant; Thomas A. Burke, property master; and Joe Podoloff, dough guy.

## Omaha

James Sparks, United Artists booker and before that with RKO, has been named UA salesman succeeding Paul Webster, now Republic branch manager. Taking "Sparky's" booking post is Erma Deland, also a former RKO staffer, who left Theatre Booking Service recently to become branch manager Don McLucas' secretary at UA. Donna Gray is now secretary. . . . Opal Woodson, UA office manager, vacationed in Washington.

A visitor at Omaha exchanges was Reggie Gannon, who with his mother



has the Sky, Schuyler, Neb. . . . Republic office manager Edna Nass went to Chicago to visit Eleanor Horwich on the Columbia staff there. Eleanor was cashier and office manager while with Columbia here.

Ray Watkins, manager, Crest, Superior, Neb., and a leading civic worker, has been elected president of the Kiwanis Club. . . . Rosemary Prucha, bookers clerk, Warners, has been succeeded in the stenographer's spot by Joan Kantor.

A pre-Thanksgiving wedding was scheduled by Delores McKenney, Republic cashier, to Frank Maycock at the Dunlap, Iowa, Methodist Church. Mildred Shiller and Edna Nass, Republic, were guests. . . . Bud Marshall, Theatre Booking Service, was married to Beverly Speer in Council Bluffs, Iowa. . . . Mrs. Esther Green, FEPCO, is home from the hospital. She suffered minor injuries in a traffic mixup.

## St. Louis

A move to ban the showing of "The French Line" in Blytheville, Ark., at the Mox, was unsuccessful, but it evolved action for revitalization of the city's long-forgotten censorship board. Church groups have swung behind the campaign started by the Rev. J. H. Melton, pastor, Calvary Baptist Church.

In Charleston, Ill., a suit for \$125,000 damages has been filed in the Coles County Circuit Court against the Frisina Amusement Company, Springfield, Ill., by Walter F. Mullaney individually and as administrator of the estate of his brother, John W. Mullaney, who was killed in action in Korea. The petition charges the defendants with monopoly and unfair competition in connection with the operation of their theatres in Mattoon, Ill. The Mullaney brothers operated the Ricky jointly until John was killed, at which time Walter succeeded to the title. The suit charges that the Frisina Amusement Company by its competitive methods drive the Mullaney brothers out of business and into bankruptcy by lowering the prices of admission to the three theatres in Mattoon, namely the Clark, Mattoon, and Time and by other unfair practices. Mullaney also charged that the Frisina Company later raised prices and used undue pressure to prevent the Mullaney brothers from obtaining first-run pictures. The Ricky has been closed since 1952.

In Flora, Ill., the installation of CinemaScope sound and projection equipment in the Town has been completed by Larry Spalding's Flora Amusement Company.

Rose Hearle, office manager, Columbia, who won the coveted title of Miss Film Row of 1954 at the annual meeting of the Missouri-Illinois Theatre Owners, returned from her all-expense trip to Miami Beach, Fla.

The participation of theatres in the 1955 enrollment of the American Red Cross has been worked out by the

Missouri-Illinois Theatre Owners. There will be no audience collection, but it is anticipated that all theatres in the territory will voluntarily run the Red Cross appeal trailer. Myra Stroud, managing secretary, MITO, will serve as general chairman, theatres publicity committee. President Lester R. Kropp will be the first-run and circuit chairman. Ray Muehlemann, manager, Missouri, will be chairman, Franchon and Marco-St. Louis Amusement Company houses. William Powell, district manager, Midwest Drive-In Theatres, is to be chairman for the drive-ins; Nick Karakas, Roxy, is chairman for the independent theatres; Demitrious James is chairman for theatres that cater to the colored trade.

Bob Lightfoot, Allied Artists salesman, was honored at the recent national convention of the Colosseum of Motion Picture Salesmen by being elected second vice-president.

The Board of Aldermen voted 17 to 10 against the passage of two bills designed to end alleged racial discrimination and segregation in theatres, hotels, and restaurants.

United States District Judge George H. Moore granted the defendants until Dec. 7 to enter their pleas to the anti-trust suit filed by St. Louis Amusement Company based on the exhibition of "The Caine Mutiny" at Loew's State instead of allowing the plaintiff to show it at the St. Louis.

In Mascoutah, Ill., the Norton, owned by Mr. and Mrs. Fred Young was closed. . . . In Waverly, Ill., the Rex, owned by J. Wyman Hart and William Jackson, has installed a wide-screen and other equipment for the presentation of CinemaScope.

E. D. Edele, United Artists manager, and Mrs. Edele returned from a Florida vacation. . . . Benjamin Kalmenson, general sales manager, Warners, visited the exchange. . . . Harry C. Arthur, Jr., vice-president and general manager, Fanchon and Marco, Inc., returned after visiting New York and Canada.

Hall Walsh, Southern Prairie district manager, Warners, was in Kansas City. . . . Lester Bona, Warners manager, called on the Columbia Amusement Company, Paducah, Ky.; Rodgers Theatres, Cairo, Ill.; and John Marlowe, Harrin, Ill. . . . Mr. and Mrs. Leo Keiler, Paducah, Ky., spent a couple of weeks in the east and attended one of the Yale football games. Keiler heads the Columbia Amusement Company.

Out-of-town exhibitors seen along Film Row included Herman Tanner, Vandalia, Ill.; Ben Temborious, Breese, Ill.; Johnny Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Homer Hulsey, St. Clair, Mo.; Forrest Pirtle, Jerseyville, Ill.; Russell Armentrout, Louisiana, Mo.; John Bankhead, Bowling Green, Mo.; Mrs. Edith Major, Paris, Mo.; and Mr. and Mrs. Warren Beckemeyer, Trenton, Illinois.

C. D. Hill, Columbia manager, was in Chicago for a five-day national sales conference.

## Salt Lake City

Rotus Harvey, western representative, Variety Clubs International, was in for a day's meetings with the local Variety tent. . . . Film Service Corporation will now do the buying and booking for the Centre, Princess, and Motor Vu, Sidney, Mont. Theatres are operated by Jack Suckstorff.

In from out-of-town was M. R. Reber, Gaiety and Dixie, St. George, Utah. . . . Leonard Tidwell, 20th-Fox, and Richard Stafford, Paramount, returned from the Colosseum meeting in Chicago. . . . Balmy fall weather continued to hold two drive-ins open, the Park Vue and the Auditorium.

## San Antonio

Thousands of books given by Texas children to the Armed Forces are being sorted here at Fourth Army headquarters at Fort Sam Houston, in preparation for sending them to overseas installations. The books represent the bulk of more than 100,000 given by children in the project sponsored by Texas Interstate Theatres. . . . Earl Weaver, Columbia salesman, was in calling upon local exhibitors.

A special screening was held at the Aztec of the 30 minute religious film, "The Mighty Fortress," for members of the San Antonio clergy. . . . The first sneak preview was held at the Empire since it was taken over by the Trans-Texas Theatres Circuit. . . . Mrs. Dorothy Sonney, Sonney Pictures, Dallas, was in making arrangements with the Southern Theatre Company, for a local showing of "Joseph and His Brothers."

Among the out-of-town exhibitors in to buy and book were Miguel Benitez, Jr., Benitez Circuit, Weslaco, Tex.; Jose Garcia, National, Asherton, Tex.; Mateo Vela, Iris, Alice, Tex.; Mrs. Marie Burkhalter, Marine, Fort Worth, Tex.; and former theatre operator J. W. Kunetka, formerly of Benavides, Tex.

Bob Reeves, Jr., has announced that construction has been started at Franklin, Tex., on converting a local building into a theatre. The job is expected to be completed early in December. . . . The Cameron and Milam have been sold by Stanley H. Swift at Cameron, Tex., to the Rowley United Theatres. Dean White, who has managed the theatres since 1933, will continue on as manager. Swift had operated the two for the past 25 years. White announced that the Milam will undergo an extensive remodeling program including new seats, air-conditioning, and CinemaScope.

Bob Harris, Hedley, Hedley, Tex., was singled out for his work as master of ceremonies and on the publicity committee working on the Hedley Cotton Festival. . . . Terry Gray, Southwestern Theatre Equipment Company, completed the installation work of CinemaScope equipment at the Tejas, Grapeland, Tex.



... Carol Ann Cox, daughter of Mr. and Mrs. Cranfill Cox, Jr., Cox Theatres, Gilmer, Tex., was queen of the 17th annual East Texas Yamboree held recently. ... Grady Parsons is the new owner and operator, Castle, Newcastle, Tex. ... CinemaScope has been installed at the Metro, Abilene, Tex., according to Miss Annie Coleman. ... Mr. and Mrs. C. W. Matson have announced the completion of the installation of CinemaScope at their Dixie, Rockdale, Tex.

## San Francisco

Blumenfeld's Park, Lafayette, Cal., is scheduled to close with the exception of Saturday afternoon openings for kiddie matinees. ... Trans-California has installed a CinemaScope screen at the Belmont Drive-In.

Louis Williams, formerly manager, Cinema, is now manager, Cinerama. Wayne Glasgow, assistant, Cinema, stepped up to manager. ... Norman Copple, aide, Loew's Warfield, has been promoted to student assistant. Jerry Herman went from aide to chief of service. ... John Hillman, operator, Granada, Morgan Hill, Cal., is on the sick list. ... Art Peck, former owner, Dixon Drive-In, Dixon, Cal., now in the liquor store business at San Mateo, Cal., was visiting.

Bill Blake, field man, MGM, has worked up an exploitation plan for "The Last Time I Saw Paris," opening at the Warfield. He has arranged with an art school to have several students sketching in the outer lobby of the thea-

**persistent**

**hoarseness**

**or cough**

...is one of the seven commonest danger signals that *may* mean cancer...but should *always* mean a visit to your doctor.

The other six danger signals are —Any sore that does not heal ...A lump or thickening in the breast or elsewhere...Unusual bleeding or discharge...Any change in a wart or mole... Persistent indigestion or difficulty in swallowing... Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

American Cancer Society



The Music Hall, Seattle, recently promoted 100 Columbia, Decca, and RCA Victor records featuring Bing Crosby and Rosemary Clooney in songs from Paramount's "White Christmas," and gave them to pedestrians by way of a girl in Santa Claus costume. All the folks had to do to earn a free record was name the four stars of the Yuletide-tailored VistaVision production. Needless to say, the records went like hotcakes and business zoomed at the theatre.

They will have a model resembling Elizabeth Taylor and the most perfect portrait will receive a prize. ... The National Labor Relations Board has granted a hearing to Local F-17, IATSE, to determine whether or not it can withdraw from the local to become associated with the Office Workers International Union. Sam Bastion, IATSE, New York, and film company executives were expected to be here for the hearing.

L. S. Hamm, president, talked before members of the California Theatres Association to explain the film financing plan inaugurated at the TOA meeting in Chicago. Roy Cooper was another speaker, together with Homer Tegtmeier and Nate Blumenfeld, Exhibitors were interested, but there was no solicitation for money, no pledges.

The 280-seat NewsVue, a grind house, owned by General Theatrical, has gone over to an independent exhibitor, William Captain. ... F. T. Murray, chief of branch operations, U-I, was scheduled to be here.

Murry Lafayette has recovered from illness and everybody in San Francisco is happy to welcome back United Artists' popular field man. ... Blumenfeld Theatres' Esquire, Stockton, Cal., will remain closed for an indefinite period. ... Norman Moray, short subject sales manager, Warners, was here prior to his trip to Los Angeles. ... Dwight Speaker, Seattle, has been in vacationing.

## Seattle

Lee Scott, Modern Theatre Supply salesman, left for Bonners Ferry, Idaho, to make CinemaScope installations at the Rex, owned by Walter Lee Casey, Jr. ... Sammy Siegel, Columbia exploiter, is in Portland working on "Phffft." ... Buck Seale, Columbia salesman, is in town from Spokane, Wash. ... Bill Shartin's daughter, husband, and two children flew in from Chicago to be here for the Thanksgiving holiday. Shartin is Seattle-Portland

branch manager for Favorite Films of California.

Leo Walsh recently returned to the Seattle branch of Modern Theatre Supply from the Portland branch and is now traveling the northern Washington territory, replacing Jack Barber. ... Recent Film Row visitors included Kenneth Kinzer, Ritzville, Wash.; Pat Tappan, Wenatchee, Wash.; Corbin Ball, Ephrata, Wash.; Albert Fernandez, Clallam Bay, Wash.; Mr. and Mrs. Frank Klein, Linden, Wash.; Howard McGhee, Midstate Amusement, Walla Walla, Wash.; and Harry Wall, Lewiston, Idaho.

New officers and board members were elected at the annual meeting of the Theatre Owners of Washington, Northern Idaho, and Alaska. No new president was named. H. B. Sobottka, Hamrick's, was elected treasurer, and J. M. Hone was reelected executive secretary. The new members of the board are Harry Wall, Lewiston, Idaho; Mike Barovic, Puyallup, Wash.; Dwight Spracher, Raymond, Wash.; Ferd Nessel, Walla Walla, Wash.; W. B. McDonald, Olympia, Wash.; Erwin Fey, Renton, Wash.; Joe Rosenfield, Spokane, Wash.; Chester Nilsson, Tacoma, Wash.; Fred Mercy, Jr., Yakima, Wash.; Will Conner, Tacoma, Wash.; L. O. Larkin, Seattle; B. F. Shearer, Seattle; Fredric Danz, Seattle; and William T. Thedford, Seattle.

Jack J. Engerman and Zollie Volchok were in Las Vegas, Nev., conferring with various screen personalities regarding independently-produced pictures. Following these conferences, they flew to Los Angeles for meetings with Lippert, Filmmakers, and Hallmark productions. ... Selom Burns, president, Modern Theatre Supply, returned from England in time for Thanksgiving. ... Mrs. Henry Fletcher recently installed wide-screen and CinemaScope equipment in her Olympic, Forks, Wash., through Modern Theatre Supply.

Alfred E. McKay, 78, a retired electrician who had worked at the Orpheum for over 25 years, died at his home. McKay was a member of the Stage Employee's Union and also of the Motion Picture Operators Union, Local 15. ... National Theatre Supply reports that it has installed full stereophonic sound at the Aubert, Connell, Wash., owned by August Aubert. The house will reopen on Dec. 9. ... Western Amusement Company's Egyptian, Goose Bay, Ore., opened on Thanksgiving Day with full stereophonic sound and CinemaScope. ... National's other recent installations include new Walker Screens and anamorphic lenses in the Rex, Orofino, Idaho, and the Kamiah, Kamiah, Idaho; and new Simplex projectors and anamorphic lenses were purchased for the Wigwam, New Perce, Idaho, and the KI-Be, Benton City, Wash.

CinemaScope installations include the Rita, Ione, Wash., and the Nu-Vu, Metaline Falls, Wash., both operated by Robert Hagman. Hagman's mother, Mrs. Henry Hagman, is also installing CinemaScope in the Alpine, Leavenworth, Wash.



## NEWS OF THE

## Territory

Boston  
Crosstown

In the censorship case concerning the attack of the Brattle, Cambridge, Mass., on the constitutionality of the rights of the Commissioner of Public Safety in not allowing the Swedish film, "Miss Julie," to play on Sundays, Judge Cahill, Middlesex Superior Court, has sustained the demurrer filed by a respondent, attorney General George Fingold. The effect of the judge's holding is to sustain the argument that the petition was insufficient as a matter of law. The judge, however, gave the attorneys for the Brattle an opportunity to file amendments. The petitioners, Brattle Theatre Company, operated by Cyrus Harvey, Jr., and Bryant Haliday had asked the court for a declaratory judgment invalidating the existing Sunday licensing law in the Commonwealth. The petition was brought about when twice the theatre was turned down for Sunday showings for the film, although it could play weekdays. The respondents, besides Fingold, are Otis M. Whitney, Commissioner of Public Safety, and City Manager John J. Curry. William C. Brewer, Peabody, Koufman, and Brewer, is handling the case for the theatre, while Arnold Salisbury represented Fingold.

Aaron Shindler who has purchased the block of stores housing the State, East Milton, Mass., has placed Maurice Sidman as manager. The buying and booking will be handled by Joseph G. Cohen.

This city entertained five Hollywood celebrities in one week. First, Debbie Reynolds, MGM star, arrived to receive the award of "Woman Of The Year" from the Harvard Hasty Pudding Club. Next, Dorothy Dandridge, starring in 20th-Fox's "Carmen Jones," met the press and film critics at a luncheon at the Hotel Statler, where she gave an interesting interview on the voice dubbing of the film. Then, Ginger Rogers and her husband, Jacques Bergerac, who are co-starred in United Artists' "Twist Of Fate," spent two days in town for press and radio interviews. They met the press at a luncheon at the Ritz Carlton Hotel arranged by publicist Joe Mansfield. On the day before the annual Harvard-Yale football classic, Julian Blaustein, producer, and Daniel Tadarash, screen writer, of the 20th-Fox film, "Desiree," met the press and film critics at a luncheon at the Hotel Statler arranged by publicist Phil Engel.

A permit to build a new drive-in in Medford, Mass., on the property of the Medford Bowl near the Rotary was turned down at a public hearing with many objectors present. They stated that one open air theatre, the Meadow Glen Drive-In, was sufficient for the city. The permit was asked by officers of the Middlesex Amusement Company, who operate theatres in Malden, Mass.

Mrs. Richard Cody, wife of the exhibitor from Montpelier, Vt., is in Easton Hospital for observation. Cody and his sons, Robert and Raymond, operate the Moonlite Drive-In and the Strand, Montpelier; the Twin City Drive-In, Berlin, and the Strong, Burlington, all in Vermont.

Don McNally is putting in single track CinemaScope equipment in his Derbyport Drive-In, Derby, and his Morrisville Drive-In, both in Vermont, which will be ready for next season.

Eliminations announced by the Bureau of Sunday Censorship included "Beau Brummell," parts 1 to 13 (Deletions: eliminate dialogue, "He's made adultery fashionable, you know," in part 9). MGM. "Tarzan, The Ape Man," parts 1 to 10 (Deletions: eliminate close-up of Jane showing breast exposure while creaming her face, in part 1). MGM.

## Film District

Benn H. Rosenwald, MGM branch manager, is vacationing in the south.

Tom Morton, who has been with National Screen Service for several years, will try his hand in the booking department of Republic, replacing Arthur Fraser, who resigned to join Screen Guild as head booker and salesman. Morton is a younger brother of Arthur Morton, manager, Paramount, for New England Theatres, Inc.

Jerome Evans, who is in charge of national tie-ins for U-I, spent a day in town huddled with John McGrail, local publicist, to effect merchandising tie-ins for "So This Is Paris" with local department and chain stores.

New Haven  
Crosstown

Morris Rosenthal, Loew's Poli, arranged for the Beau Brummel of New Haven award to attorney John C. Flanagan, the presentation being made by John Maresca, officer of the New Haven Country Bar Association. . . . The 1500 foam rubber seat installation was completed at Sid Kleper's Loew Poli College. . . . Franklin Ferguson, Whalley, worked out some nice advertising copy for publicizing Fernandel in "The Little World of Don Camillo." . . . New Haven Drive-In ended the season.

Sign of coming winter months is that drive-ins throughout the state are shuttering including E. M. Loew, Hartford, Conn., Plainville Drive-In; Waterford Drive-In; Groton Drive-In; and Bridge Drive-In. Several others are on a Friday, Saturday, Sunday fall schedule.

Carberry, Bristol, Conn., admitted children free with parents on a Friday. For Saturday matinee, Carberry charges 10 cents for children under 12 years old. . . . Greenwich Playhouse, Greenwich, Conn., had an interesting ad to publicize "The Earrings of Madame De." . . . Ralph Civitello, former Devon exhibitor, and now a building contractor, has been doing some oil painting in his spare time.

George W. Crawford, corporation counsel, stated recently that a proposed ordinance banning the showing of all

films not approved by the Motion Picture Association would be void for three reasons. The grounds given are that such action offends the first and fourteenth amendments of the Constitution; attempts an unconstitutional redelegation of the legislative power granted to the Board of Aldermen; and attempts to regulate a matter which transcends purely local concerns and involves statewide legislation policy on which the General Assembly has already spoken. The proposed ordinance was submitted by Martin J. Griffin, president, St. Francis Holy Name Society, and has the endorsement of 12 other Holy Name societies. Crawford's opinion was sought by the Aldermanic Committee of Ordinances after these grounds were advanced by attorneys representing exhibitors at a hearing on the ordinance.

When "The French Line" played the Hamilton, Waterbury, it was charged that the CYO teenagers, who were picketing the theatre, crowded the sidewalk so much that it was unfair to the theatre management and also a hazard to pedestrians. The pickets also were present when the Hamilton played the Saturday matinee for children, when "The French Line" wasn't playing.

Circuits  
Loew Poli

Bob Carney, Loew's Poli, set a "Beau Brummel" stunt in Waterbury, Conn., with the city's best dressed man making the press columns. . . . In Hartford, Conn., Loew's Poli had a "name titles" contest. . . . L-P houses were lining up Christmas sponsored shows for youngsters.

Connecticut  
Bridgeport

Jim Tobin, Warner, had the Natlynn dress tie-up with "White Christmas" in one of the local shops. The statewide edition of The Sunday Herald ran a full pictorial synopsis of the picture and The Post-Telegram started a "when will it snow" contest. Two music stores featured window displays keyed to the "White Christmas" records.

## Hartford

Ray MacNamara, manager, Allyn, brought together the states' largest record distributor and Hartford's radio stations to put on an Irving Berlin song title contest for "White Christmas." It was covered by both papers. An aide went through lobbies of six downtown hotels paging Bing Crosby on the opening of the film. . . . George E. Landers, Hartford division manager, E. M. Loew's Theatres, has arranged a Dec. 2 press luncheon at the Statler, honoring Robert Francis, May Wynn, and Columbia's "They Rode West." . . . Mrs. Landers has returned from San Francisco, where she visited their son-in-law and daughter, Dr. and Mrs. Ben Vicas, and the California couple's latest addition, a baby girl.

The Hartford Theatre Circuit sneak previewed "Mr. Hulot's Holiday" at the Colonial ahead of the Art booking. . . . Albert M. Pickus, owner, Stratford, and



a national TOA vice-president, has been elected a director of the Stratford Chamber of Commerce. Pickus recently attended the TOA activities in Chicago.

Jack Schloss, Columbia exploitation department, worked at E. M. Loew's and the Bijou, Springfield, Mass., on "Phffft!" . . . The Brandts' Portland Drive-In closed for the season.

The East Hartford Family Drive-In, South Windsor, Conn., has closed for the winter. A. J. Bronstein, president, left for a vacation in the Los Angeles area. . . . Mr. and Mrs. Marvin Koppel, son-in-law and daughter of Ted Harris, State, and Mrs. Harris have returned to Louisville, Ky., following a brief stay here.

The LeWitts' Strand, Plainville, Conn., and other downtown businesses in that New Britain suburb are benefitting from completion of extensive town and private development of off-street parking facilities.

Sampson-Spodick-Bialek tied up with The Norwalk Hour, local daily, for a stunt on "Hamlet," with students discount coupons printed in one day's edition. . . . Harry Browning and Arnold Van Leer were back in Boston, following Connecticut promotion for "White Christmas."

The Manchester Drive-In, Bolton Notch, Conn., has closed for the winter. . . . Sal Adorno, Jr., Middletown Drive-In, and Earl Wright, Columbia, were local visitors. . . . Andy McDonald, Connecticut district manager, Brandt Theatres, tied up with a music store on "A Star Is Born," playing at the Palace, Stamford, Conn., with ticket stubs worth 75 cents toward purchase of a record album.

### Middletown

Attorney Joseph A. Adorno, who will step down from the Judge of Probate post in January, will be honored at a testimonial dinner, under sponsorship of the Municipal Employees' Association. He is a son of Sal Adorno, Sr., general manager, local M. and D. Theatres.

### New Britain

For "White Christmas," Joe Borenstein, manager, Strand, arranged for a co-op ad in The Daily Herald with the leading department store; a window display tying in with Natlynn Dresses; and a mystery tune contest with a local disc jockey, with Decca's "White Christmas" album as main prize.

### New London

Russ Newton, Capitol, had a sound truck cruise around town playing tunes from "White Christmas." An Irving Berlin song title contest was set with a local disc jockey. A leading music store played music from "White Christmas" on its PA system, which carried directly into the business streets.

Nick E. Brickates, manager, Stanley Warner Garde, and a veteran of 26 years in the film industry, has been promoted to Connecticut district manager, SW Theatres, supervising the local house, the Palace, Norwich; Capitol and Gem, Willimantic; State, Man-



Smith Management Company's Cinema, Framingham, Mass., recently acquired a Thanksgiving Day historic exhibit from Plymouth, Mass., for the lounge. John Golden, Plymouth Chamber of Commerce, granted permission to bring the entire exhibit to the Cinema. It shows an original flax wheel, a flax reel, a spinning wheel, Governor Bradford's chair, a water pail, bench and original dining table used by the Pilgrims, with early wooden dishes and utensils also in evidence. The figures are dressed in copies of original Pilgrim costumes. Lloyd Mills, manager, Cinema, reports favorable interest in the exhibit.

chester; Strand and Embassy, New Britain; Cameo, Bristol; Warner, Torrington; Palace and Embassy, Danbury; Capitol, Ansonia; Hull, Derby and Palace, South Norwalk. Brickates, who succeeds the late James F. McCarthy, has been manager of the local house for 10 years.

### Norwich

Johnny Petrosky, manager, Palace, set up a "mystery tune" contest with one radio station while the other featured an Irving Berlin song title contest for "White Christmas."

### Waterbury

Julia Smith, State, arranged for the town's largest department store to devote its most prominent windows to a "White Christmas" tie-in with every piece of merchandise displayed tied to the theme.



New England showings of "Jamboree," documentary of the National Boy Scout Jamboree at the Irvine Ranch in southern California, were set recently by, left to right, M. G. Clark, regional executive of the New England Boy Scouts of America; Joe Levine, Embassy Pictures, who has acquired distribution of the film; Jack Harris, sales manager, Exploitation Pictures, Inc., the national distributors of the film; and Irvine Millgate, national executive member, Boy Scouts of America.

### Willimantic

Russ Barret, Capitol, had the local drum and bugle corps parade to the theatre playing the "White Christmas" tunes. A sound truck with one-sheets was driven around town playing the music from the picture.

### Windsor

Closing for the winter, Anthony Scavatto, East Hartford Family Drive-In, advertised, "We, the management, wish to thank all of our patrons for patronizing our family theatre this past season."

### Massachusetts Great Barrington

The Mahaiwe reopened. The house had been closed for two weeks, manager Earl B. Raifstranger said, while workmen repaired the ceiling. A leak in the building's roof had caused a crack in the plaster, creating a safety hazard which led to the repair project.

### Lynn

Manager James Davis, Paramount, held a true or false contest in a local newspaper before the opening of "Julius Cacsar," with the printing of 15 statements regarding Caesar. Sixteen Walt Disney cartoons featured a Saturday morning show for children. . . . Manager Ted Charak, Smith's Drive-In, Gary, Ind., formerly of Lynn, was a caller at the Lynn Capitol to see manager Winfred Allen.

### Salem

Joseph Morency, E. M. Loew's partner at the new Salem, has been ill since his return from an auto trip through the west.

### Springfield

Theodore V. Quinlivan, Esq., has been named a director and counsel of Theatre Managers, Inc., which operates, under leases, the Western Massachusetts Theatres, Inc., chain. He is also a stockholder. Quinlivan succeeds J. Albin Anderson, Jr., who was named counsel of Theatre Managers, Inc., when it was established, and who recently moved to Colorado.

Allied Artists International publicity manager William K. Everson addressed the Motion Picture Council on "The History Of The Western" at the Museum of Fine Arts.

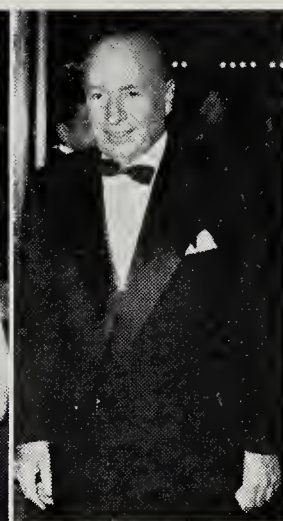
### Swampscott

A telephone message receiver, which automatically names the feature pictures and the time to see them has been installed by manager Eddie Frizzell, Surf.

### Rhode Island Providence

William J. Trambukis, Loew's State manager, made excellent use of the famous Warren Indian Band in conjunction with "Sitting Bull." Crowds gathered in front of the popular Weybosset Street house as the gaily-bedecked band, complete with war paint and a half-dozen attractive baton twirlers gave several concerts. Despite a city ordinance banning "street parades for commercial purposes," once more Trambukis achieved the same effect.





Seen at the recent gala world premiere of 20th-Fox's "Desiree," Roxy, New York City, were, left to right, crowds attracted to the affair; Mrs. Grace M. Lytell with Charles Einfeld, vice-president, 20th-Fox, and Mrs. Einfeld; Al Licht-

man, director of distribution, 20th-Fox; and Sid Rogell, 20th-Fox studio production manager, with W. C. Gehring, 20th-Fox executive assistant general sales manager. The opening, a "Royal Command" performance, benefitted the March of Dimes.

## NEWS OF THE

# Territory

## New York City Crosstown

Four exchange executives were in for conferences with R. M. Savini, president, Astor Pictures Corporation, on distribution plans on "The Sleeping Tiger." They were Irving Farber and Eddie Ruff, Regal Pictures Corporation of New England; Eddie Garbriel, Capitol, Philadelphia; and Max Shulgold, Crown Film Company, Pittsburgh.

Darryl F. Zanuck, 20th-Fox president in charge of production, left for Europe by air for London conferences with president Sypros P. Skouras. . . . J. A. Todd, recording manager, Westrex Company, Limited, subsidiary of Westrex Corporation, left for London following the closing sessions of Westrex Corporation's conferences on new recording equipment and techniques which were held in New York and Hollywood.

Steve Broidy, Allied Artists president, announced that Terry O'Neill, eastern sales manager, Interstate Television Corporation, an Allied Artists subsidiary, has been named American and Canadian representative of Associated British-Pathe and has established headquarters in Allied Artists' New York office.

J. M. Collins, ASCAP sales manager, announced the appointment of John Devany as a member of the radio and television station relations division. He has been with ASCAP more than seven years.

Berk and Krumgood, real estate brokers, announced that they have consummated a long term lease for the 1600-seat Corona, Jackson Heights, L. I., with G. S. and D. Amusement Corporation. A complete rehabilitation of the theatre, which will include installation of CinemaScope, a new air conditioning system, etc., has started. The lessor is the Interboro Circuit, Inc.

Arthur M. Leow, president, Loew's International Corporation, and Maurice Silverstein, regional director of Latin

America, returned from Barcelona and London.

William W. Howard, vice-president in charge, RKO Theatres, left for an inspection trip of the company's theatres in Denver, Los Angeles, and San Francisco.

Al Fisher, UA exploitation representative, left for a Miami vacation. . . . Dave Bader, vice-president, Atlantic Television Corporation, was elected 38th president of the Associated Motion Picture Advertisers. Others named were Martin Davis, advertising and publicity manager, Samuel Goldwyn Productions, vice-president; Harold Danziger, Columbia, secretary; and Hans Barnstyn, Trans Lux 52nd Street, treasurer. Liege Brien, UA executive and outgoing president, becomes chairman of the board. Cy Eichman, Astor, was elected head of public relations.

The Stanley, long the home of Artkino's U.S.S.R. imports, last week was sold to Irving Maidman, investor and builder, as a part of a parcel of 6,300 square feet adjoining the northwest corner of Seventh Avenue and Forty-first Street, which he plans to alter for occupancy by a large banking institution.

## New York State Albany

The following officers have been elected by the crew of Variety Club of Albany, Tent Nine, chief barker, George



Richard Burton, in New York recently for advance promotion on 20th-Fox's "Prince Of Players," met with representatives of the trade press at the Hotel Plaza. MOTION PICTURE EXHIBITOR's Mel Konecuff can be plainly seen with others evidently enjoying some humorous remark made by Burton.

Schenck; first assistant chief barker, Norman Jackter; second assistant chief barker, Jack Goldberg; dough guy, Sidney Urbach; and property master, Lewis A. Sumberg.

Albany Catholic Diocese, numbering 319,000 adherents and covering much of the exchange district, has as its new head Most Rev. William A. Scully, chairman of the Catholic bishops' committee on motion pictures and a power in the National Legion of Decency.

Variety Club members, with the assistance of youngsters from the Boys' Club and Troop 16, Boy Scouts of America, placed 1500 containers in stores, offices, and theatres to receive donations in the 14th annual denial drive for Camp Thatcher.

Theatres were criticized for arranging their schedules so that the end of shows coincided with a recent air raid evacuation drill, limiting the value of the civil defense exercise.

Jack Hamilton, Berlo Vending branch manager, attended the company's annual three-day meeting in Philadelphia.

The immediate area is set to have another drive-in. It is planned for the Delaware Avenue entrance to the recently-opened State Thruway.

Stanton Patterson, Leland manager, suffered a minor recurrence of the pleurisy condition which confined him to a local hospital several years ago. Austin Thompson, assistant manager, Mohawk Drive-In, is serving as Patterson's night assistant.

Vic Bunze is back as assistant to Jack Swarthout, Stanley Warner Ritz. One-time vaudevillian and operator, Lyric, Waterford, N. Y., Bunze served on staffs of the old Griswald, closed American, and Proctor's, Troy, N. Y. He also worked for Neil Hellman at the Palace, Troy.

Charles A. Smakwitz, Stanley Warner zone manager, and Harry Lamont, president, Lamont Theatres, became members of the Motion Picture Pioneers at the 16th annual showmen's dinner in New York, where S. H. Fabian was honored.

With two exchanges and several theatres still to report, Al La Flamme, Strand manager and industry chairman,



Community Chest drive, reported donations exceeding \$300 had been pledged. This was in addition to the contributions by distributing companies and circuits. Stanley Warner zone manager Charles A. Smakwitz handled these solicitations.

Mrs. Henry Dawson, public relationist, MMPA, and director, Children's Film Library, spoke on "The Pitfalls of Political Censorship" and the functions of the Library, at an "American Education Week" program.

### Binghamton

Fred DeRado, manager, Riviera, arranged for one of the city's leading department stores recently to devote its entire bank of windows to "White Christmas." Each juke box in town was well stocked with "White Christmas" recordings, and a special juke box set up in a nearby empty store, which piped the music into the theatre lobby.

### Malone

Irwin Promisel, Schine's Malone, had a football rally, followed the next day by a movie of the Massena-Malone championship game which got a free plug on all sports broadcasts.

### Rochester

Ed Miller, Schine's Madison, had a big rally at his theatre for the city championship Madison High football team.

### Rotterdam

Harry Lamont mothballed the River-view Drive-In.

### Schenectady

Bob Cawsey was appointed assistant manager, Fabian's State, by manager Lou Rapp, who doubles as manager, Erie. Lou Rapp, who had been manager, Erie, took over the State, too, on the assignment of his older brother, Phil, to Fabian's first-run Plaza. Richard Murphy, Plaza director, moved to Proctor's, Troy, N. Y. Phil Rapp's first stretch at the Plaza was under Ted Richmond, now a successful Hollywood producer.



Seen at a recent meeting to map the 1954-55 Federation of Jewish Philanthropies of New York's fund raising drive in the amusement division were, seated, left to right, Sam Rosen; Adolph Schimel, chairman of the drive; S. H. Fabian; and Joseph William, executive director of the Federation; and, standing, left to right, George F. Dembow, Irving Caesar, William G. Brenner, Samuel Rinzler, Saul Jeffee, Solomon Strausberg, Harold Rinzler, and Malcolm Kingsberg.

## EYEING THE

# Exchanges

NEW YORK — The Motion Picture Booker's Club will vote for their officers for the coming year at a meeting at the Hotel Taft in December. Sam Einhorn, Rosenblat-Welt, is unopposed for the presidency, while the race for first and second vice-presidents involves Kitty Flynn, Paramount; Lou Solkoff, Lee Kay; and Jack Birnbaum, Randforce. UA's Myron Starr is unopposed for treasurer, while the financial secretary post has Harvey Reinstein, Marty Perlberg, and Jimmy Davidson in competition. Shirley Levy and Lee Herbst are in the running for recording secretary. As for sergeant-at-arms, the perennial Ben Levine is getting competition from Shirley Chester, Cinema Circuit. Two trustees are to be chosen from Etta Segall, Seymour Berkowitz, Nat Stern, Jack Rochelle, and Pete Sage. Six members of the board of directors will be chosen from 13 entrants, including Alex Arnswalder, Archie Berish, Max Fried, Jerry Horowitz, Harold Klein, Morty Lightstone, Richard Magan, Harry Margolis, Fred Mayer, Bernie Meyerson, Lil Seidman, George Trilling, and Lou Wolff.

MGM — Bookkeeping machine operator Mary Mayham, a hockey fan, was at the Garden for the Rangers game. . . . Selma Harris, accounting department, returned from a cruise of South America and the West Indies looking quite exotic.

U-I — The new switchboard operator is Dorothy Jolin. . . . Print booker Dick Feinstein and fiancée Gladys Brownstein, MGM, were excited spectators at a recent hockey game.

REPUBLIC — Salesman Tony Ricci plans a winter vacation in Florida. He will leave for a motor trip to his summer home at Fort Pierce after a stop off at Key West. Ricci also plans to spend Christmas with ex-branch manager William Murphy, who is with Buena Vista at Jacksonville. . . . Switchboard operator Irne Anastasiou was a victim of laryngitis.

COLUMBIA — New daylight fixtures have brightened up the office. . . . Most officeites attended a going away party for boxoffice clerk Gene Daily who is going into the army. The party was held at the home of Rosita Davis, disc jockey for station WOV. He was also presented with a \$25 savings bond by the office club. . . . Officeites also feted Camille Patti, accounting department, who was engaged. She plans a June wedding. . . . Mattia Lynch sponsored a dance at the Egyptian Room with luminaries from the entertainment world appearing. Proceeds from the affair go toward scholarships to help young dancers. . . . Office assistant Arnold Lipschutz takes over the vacancy in the boxoffice department. . . . Boxoffice clerk Tim Sullivan has moved to a new apartment in Forest Hills.

PARAMOUNT — Head shipper Al Kubart had a letter printed in the Daily News Voice of the People. Kubart's subject was flying saucers on which he claims to be an expert. He is president of a flying saucer club in Floral Park, which has a membership of 33 including physicists and astronomers. So far he has received a wide range of replies to his printed letter, which expressed his belief that the so-called saucers are really ships from another planet.

ALLIED ARTISTS — Head booker Etta V. Segall announced the engagement of her daughter Carol to Doctor Sidney Holtzman, a dentist who practices in Astoria and Hemstead. The couple plan to be married on Jan. 30, which happens to be Mrs. Segall's own wedding anniversary. . . . Print booker Doris Baruch was ill. . . . The new switchboard operator is Helen Falk. . . . Irving Edelhertz, film room, announced that his son Barry Michael was Bar Mitzvahed last week at Temple Adath-Israel. . . . Branch manager Nat Furst and salesman Meyer Solomon attended the beefsteak dinner sponsored by New Jersey Allied.

RKO — Send birthday congrats to switchboard operator June Jacobson. . . . Biller Dolores Smith was on the sick list.

UNITED ARTISTS — Contract clerk Rachel Yahia went to the CCNY Senior Prom at the Essex House with her college beau with all concerned decked out in formal plumage. . . . Angel Reilly and Bobby Madensky went to a party at the Hudson Guild Club. . . . Booker's secretary Vana Smith is talking about the new 1955 Pontiac that has joined her family. . . . Former employee Edith Bartlett expects the stork this month. . . . June Rogers, booker's secretary, will help husband Jack celebrate his 25th birthday. . . . Booker Sophie Bochilo boasts that her son Murray has passed the New York City Police exam.

RAMBLIN' 'ROUND — Morris Gluck, National Screen Service accessories department, has resigned after 32 years in the industry. Before joining NSS he was in charge of Paramount accessories. He will take up residence in Florida. . . . Benjamin Small, Small Film Delivery, died. He was 72. He is survived by his sons Milton and Stanley, both of whom are associated with the delivery company. . . . Pete Pallis, chef at the Film Center luncheonette, and his wife Bessie became the parents of a daughter Denise. They have another child, Peggy Lee. . . . Fred Meyers, Memphis franchise owner for Realart, was in town after becoming the father of his third child, a son. . . . Sylvan Schein, booker, Century Circuit, has been inducted into the bookers' club. . . . Sherry Schenendorf, assistant booker, Favorite, was ill. . . . Al O. Bondy has taken off for a business trip to California. . . . Island Theatre Circuit buyer Morty Lightstone and wife Audrey celebrated their wedding anniversary. . . . Booker Sid Klein, also of Island, was in Baltimore, Md. . . . Island has acquired the Devon Bronx, a new art house being operated by Bob Furman. . . . Sonny Robbins, secretary at Island, is still acting as agent for the Sunnycroft Dude Ranch. —J. A. D.



## NEWS OF THE

## Territory

Philadelphia  
Crosstown

Paramount's Tower, presenting Bill Haley and his Comets on stage one day only, gave indication that to supplement weaker screen fare this policy would be continued on dull nights during the week. The house also held a midnight show featuring "Dr. Silkini's Asylum Of Horrors."

Harvey Brodsky, son of Dave Brodsky, is now handling the Auditorium, Kennett Square, Pa.

Art Silber, Abel and Silber concession company, is taking over the Wendy, Darby, Pa.

The Remy, South Street, is to be sold at auction. . . . The SW Mastbaum held a kiddie morning show featuring Rex Trailer and other TV personalities, plus some Walt Disney cartoons.

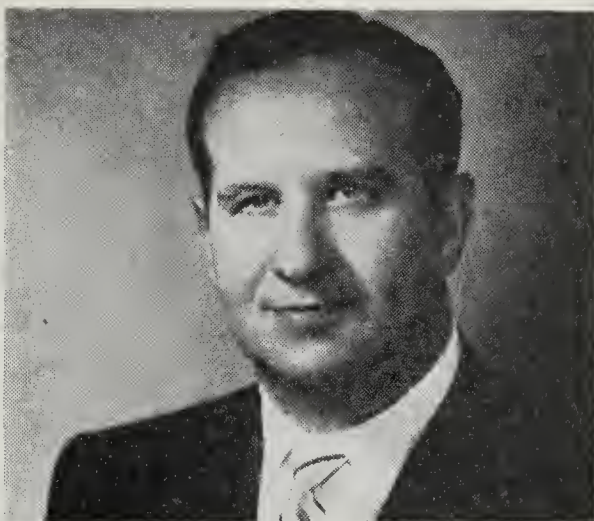
Morton Shapiro, Merben, Mayfair, and Arcadia, suffered a broken leg in an automobile accident and is in Abington Hospital.

Judy Holliday was in in the interests of Columbia's "Phffft," Goldman, and made a personal appearance opening day matinee in the lobby of the theatre.

## Vine Street

Sam Diamond, branch manager, 20th-Fox, and president, Motion Picture Associates, has named William Goldman, head, Goldman Theatres, general chairman of the MPA dinner committee for the \$25-a-plate affair, with proceeds going to the MPA welfare fund. The affair will be held at the Bellevue Stratford Hotel on Jan. 18 with industry pioneers of the area to be honored at a special ceremony. Vice-chairmen of the committee are Lester Krieger, Stanley Warner Theatres; George Beattie, Goldman Theatres; Lou Formato, district manager, Loew's Inc.; and Lester Wurtele, branch manager, Columbia. Gene Gantz, city salesman, RKO, will act as secretary of the committee, and Shep Bloom, sales manager, 20th-Fox, is treasurer. Working on sub-committees are Harold Seidenberg, general manager, Fox; Jack Greenberg, Greenberg Theatres; Albert Cohen, attorney; Charles Zagrans, branch manager, RKO; Mort Magill, division manager, Buena Vista; John Turner, district manager, UA; Milton Young, Columbia; and Mo Wax. Others are Mel Koff, Glenside; Max Bronow, MGM booker; Ralph Pries, Berlo Vending Company; and Ulrik Smith, branch manager, Paramount.

Jack Beresin has been appointed to handle the Pennsylvania, Delaware, Ohio, Maryland, and District of Columbia territory for the amusement division, National Conference of Christians and Jews. Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, will serve as city



Gene Tunick, recently named United Artists' Philadelphia branch manager, was formerly associated with a number of UA's current top executives in his posts at Indianapolis and New York branches for Eagle-Lion Films.

chairman for Beresin. Abe Lichtman will handle the District of Columbia, and Joseph Grant, Baltimore, Md. The appointments were made by John H. Harris, chairman, in Pittsburgh.

Eddie Gabriel, Capital, was in New York City for conferences with Astor Pictures.

Elizabeth McCaffrey Ziegler, UA head booker, was on vacation at Buck Hill Falls, Pa.

Sidney Samuelson, president and general manager, Allied Theatre Owners of Eastern Pennsylvania, did not make it to his office last week; but expects to return shortly after a long incapacitation.

Lou Formato, district manager, MGM, and William Madden, branch manager, MGM, were in New York City for conferences with John P. Byrne, eastern MGM sales manager, on plans for the next four months.

District of Columbia  
Washington

Jack Benson's Film Row Booking Service has undertaken the booking and buying for the Lee, Crisfield, Md., also the Cavalier and Wayne, Waynesboro, Va. . . . The Austinville Drive-In, Austinville, Va., has folded for the season. . . . Doug Connelley, Elk, Elkton, Md., was in town to do some dating.

Harry Valentine, 20th-Fox, and Jimmy Whiteside, Columbia, represented the local loge at the annual convention of the Colosseum of Motion Picture Salesmen, Chicago. . . . Johnny Garst, Castle Drive-In, Martinsville, Va., made a quick trip in and while here luncheoned with Curtis Hildebrand, Independent Theatre Service.

Local B-13, back room union, held their regular monthly executive board meeting. Claude Ringer, Columbia, presided. . . . H. C. Covington, Ashland, Ashland, Va., visited the various offices. . . . Cecil Houcke closed his Stockade, Williamsburg, Va., for the season. Before closing, Houcke sent out announcements, telling his patrons that in the spring the Stockade will be equipped with CinemaScope.

Jack Whittle, Avenue, Baltimore, Md., was accepting congratulations on his being elected chief barker of the Baltimore Variety Club. Jack is very popular in the exchanges. . . . Jack Lewis, Hollywood, Middleburg, Va., opened his ABC Film Center, next to the U-I exchange.

COLUMBIA — Division manager Sam Galanty was presented with a silver bowl in honor of his 25 years of service to Columbia. The presentation took place at the national sales meeting in Chicago. . . . Exploiteer Sid Zins suffered an attack of ptomaine poisoning. . . . Ruth Wehrman, clerk-typist, took a trip to Toronto, Canada, to attend a wedding. . . . Congratulations to Claude Ringer, head shipper, on his 12th wedding anniversary. . . . The new clerk-typist is Myra Anderson. . . . Happy birthday to office manager Freddie Sapperstein.

Johnny Miller, Henry, Hagerstown, Md., and Dan Weinberg, Weinberg Circuit, Frederick, Md., were in to help Harley Davidson, Independent Theatre Service, celebrate his birthday. . . . Harold DeGraw, Super 50 Drive-In, Cambridge, Md., was in for some booking. . . . Doc Westfall, Ritz, Danville, Va., visited.

METRO — Branch manager Herb Bennin returned from a home office executive meeting in Chicago, where he substituted for southern sales manager Rudolph Berger, who was ill. Berger later held a meeting with his branch managers of this southern division. Those who attended were Russell Gaus, Atlanta; Fred Hull, Jacksonville; Jack ReVile, Charlotte; Low Ingram, Memphis; James Bryant, New Orleans; and Bennin.

Bob Folliard, RKO district manager, is in town for a visit. . . . Newell Howard, Ulmans Theatres, Salisbury, Md., was in town setting dates for this key situation. . . . Jimmy Collins, Army Motion Picture Service, made his usual rounds, distributing his booking sheets. . . . Ben Somma, Henrico, Highland Springs, Va., visited the various exchanges. He doesn't come in very often and everyone was glad to see him.

Mrs. Henry Eller, formerly Cora Broadus, Warners, visited her many friends here. Mrs. Ellers now makes her home in Chicago. . . . Lucille Brown, District Theatres' booking department, visited with her family in Colonial Beach, Va. . . . Mr. and Mrs. Bobby Levine, Levine Circuit, Norfolk, Va., dropped in to say hello, while enroute home from a trip to New York. . . . Sam Roth, Roth Circuit, is in the hospital where he underwent surgery.

20TH-FOX — Salesman Harry Valentine is spending his vacation at his home in Portsmouth, Va. . . . Head booker Sara Young was in Boston visiting her family.

Seen along the Row were Aaron Seidler, New Albert, Baltimore, Md.; Jack Benson, Film Row Booking Service; Joe Baer, Pennington, Baltimore, Md.; Eddie Martin, J. B. Walsh, Exhibitor





Sydney J. Poppay, manager, SW Strand, York, Pa., recently gave Warners' "A Star Is Born" a fast, brass band color guard send off at its opening at his theatre.

Service; Bill Brizendine, Schwaber Circuit, Baltimore, Md.; and Dan Sattler, Hiway, Essex, Md.

Over 600 people attended the Variety Club of Washington's 19th annual dinner dance at the Statler Hotel Presidential Room. Eddie Fisher received a plaque as the "Personality of the Year in Show Business," with presentation made by Major General John H. Stokes, Jr., Military District of Washington. At the head table, in addition to Fisher, were Chief Barker Jack Fruchtman and wife; Alvin Q. Ehrlich, newly elected chief barker for 1955, and chairman of the dinner-dance, with Mrs. Ehrlich; Hirsh de La Viez, VC entertainment chairman; Nathan D. Golden, VCI heart chairman, and Mrs. Golden; Dr. Norman Gerstenfeld, chaplain, Variety Club; Jack Beresin, past international chief barker; Hugo Winterhalter, conductor and musical director for Fisher; George Eby, second assistant international chief barker; Ezra Stern, Variety Clubs fixer; and Milton Blackstone, Fisher's business manager. Eddie Gallaher, Station WTOP, served as master of ceremonies for the show, staged by Joel Margolis, Loew's Capitol. Others appearing were the U. S. Army Band, the Justin Lawrie Choral Group, the DeCastro Sisters and Peg Leg Bates. The bronze and walnut plaque, awarded Fisher, reads, "Variety Club of Washington — Personality of the Year Award — This scroll for the year 1954 is presented to Eddie Fisher by Variety Club, Tent 11, in recognition of his outstanding contribution to the world of entertainment." An added surprise was the attendance of Debbie Reynolds, film star and fiancée of Fisher.

—FREDDIE S.

## Delaware Wilmington

Chief Building Inspector Michael J. Fidance notified all theatre managers that the city's Department of Building Inspection is about to make its annual inspection. Four houses, Loew's Aldine, SW Grand, Playhouse, and SW Ritz are listed for inspection on Dec. 13; Rialto and Hopkins, Dec. 14; Arcadia, Queen, and Park, Dec. 15; and Ace, SW Warner, and SW Towne, Dec. 16. A maintenance man and a projectionist are requested to be on hand for the inspection.

Delaware's movie houses, radio and TV stations have promised complete cooperation with the Christmas Seal

campaign, according to David A. McClintock, public relations consultant, Delaware Anti-Tuberculosis Society. Some 25 movie houses throughout the state will show a Christmas Seal trailer during the campaign, McClintock said, and more than 30 radio and TV programs of 15 minutes or more have been promised, as well as spot announcements.

Theatre stock was included in a trustee's sale, held last week in the Public Building, which opened the way for final settlement of the estate of the late William Topkis, who died more than a quarter of a century ago. Put on the auction block were 2,509 shares of capital stock of the Wilmington Amusement Company and 724 shares of common stock and 1,159 and one-third shares of preferred stock of Topkis Brothers Company. The Wilmington Amusement Company stock, sold as a block, went to the Delaware Amusement Company for \$37,500. Both the preferred and common stock of the Topkis Brothers Company, also sold as a unit, went to Abraham and David Topkis for \$57,400.

Delmar News Agency told the Rialto that the Pocket Book edition of 20th-Fox's "Desiree" was selling well on local newsstands. A series of top exploitation stunts, window displays, etc. attracted plenty attention to the film and kept the Rialto box-office busy.

—H. L. S.



Pat R. Notaro was recently made a vice-president and member of the board of directors, Roth Theatre Circuit, Washington. He has been in the industry over 20 years. Recently he has been supervising the Washington theatres of the Roth Circuit, which includes over 20 houses and drive-ins situated in the District of Columbia, Virginia, West Virginia and Maryland.

## Maryland Baltimore

At its annual election of officers the Variety Club of Baltimore, Tent 19, James L. Whittle was named chief barker; Wilbert Brizendine, first assistant chief barker; Sam Tabor, second assistant chief barker; Oscar Kantor, dough guy; and Meyer Leventhal, property master. Rodney Collier and Pete Prince were named delegates.

When the Baltimore Variety Club holds its 16th annual dinner and dance on the evening of Dec. 5 at the Emerson Hotel, it will honor Jack Pollack, ex-chief barker. Aaron Seidler is general chairman.

Willard Fagan has resigned as manager, Westport. . . . Irwin Cohen of the Patapsco, Victory, and Brooklyn, and Mrs. Cohen are in Florida on vacation. . . . Wilbert Brizendine, general manager, Schwaber Theatres, is recovering from a fractured toe. . . . Will Zell, Saar, Annapolis, Md., was in on a visit.

Bill Myers, owner, DeLuxe, was in Washington on business, as was George Daransoll, Crest. . . . Bob Rappaport, Town, put on a successful sneak preview of "Phffft," with local personalities in attendance. . . . I. K. Maker, Edmondson Village Theatre, attended the races at Pimlico Track.

Hank Howard, RKO's Philadelphia office, was in town in advance of "Cattle Queen of Montana." . . . Walter Gettinger, part owner, Howard, was a weekend visitor in New York. . . . Jack Barton, manager, Royal, received a \$500 U. S. saving bond when it became known he sold the winning ticket for a 1954 Cadillac during the 1954 Welfare Awards drive of the Washington Variety Club. . . . The Baltimore Variety Club holds its annual Oyster Roast on Dec. 4 at the club's headquarters. Oscar Kantor is chairman.

## Leonardtwn

James Kerig, manager, New, resigned. . . . VistaVision has been installed at the Plaza, Lexington Park, Md., and "White Christmas" did a good business, even if it was ahead of the season.

## Pennsylvania Allentown

Under a sales agreement to be consummated in February, Mr. and Mrs. Albert A. Moffa, bought the premises of the Towne for \$24,000 last week. The theatre has been vacant and inoperative for more than two years. It was sold by Paul Greaser. Moffa plans tentatively to reopen on Dec. 24, according to his counsel, Madeline Palladino. He bought the 19th Street, which had been shut down for several months, and reopened it last year. The Town will be renovated and redecorated. New projection equipment, a CinemaScope screen, and stereophonic sound will be installed. Seating will be new, modern, and more spacious. A new concession bar will be installed. Buying and booking will be handled by De Luxe Theatre Service, Philadelphia.



Mr. and Mrs. Ward B. Kreag are spending a three-week vacation at Miami Beach, Fla. Kreag is Fabian Theatres city manager, with headquarters at the Colonial.

The Lyric is playing burlesque Saturdays; and is being managed by Jck Beck, who has it available for rentals the balance of the week.

### Dixon City

The Rex is now being operated by Charles Walker.

### Harrisburg

Francis DeVerter, manager, Rio, up until it closed recently, has gone to York to manage the Capitol, Stanley Warner theatre. . . . A new wide-screen has been installed in the Lemoyne, Lemoyne, Pa. Manager David R. Jones is making plans for the annual Christmas party tentatively scheduled for Dec. 18. The theatre donates its facilities, film, and services of its staff, and the Lemoyne Fire Company Auxiliary gives fruit and candy to the children.

### Lewistown

Harold D. Cohen held the grand opening of the Center.

### Reading

The Reading Drive-In closed. . . . Dr. Harry J. Schad, president, Schad Theatres; J. Lester Stallman, manager, Astor; and Paul E. Glase, manager, Embassy, attended a New York City Motion Picture Pioneers dinner honoring Si Fabian, SW head.

John Clark Hildinger is giving free parking on the parking lot adjoining the Strand.

### Scranton

For his showing of "Desiree," manager Tom Jones, Strand, has received splendid cooperation from all the book stores, circulating libraries, and public libraries which have prominently displayed the book and pushed the film. The personnel of the various book stores and the staffs of the libraries are scheduled to be special guests of Jones at a presentation of the film.

In conjunction with the opening of "Athena" at the Strand, manager Tom Jones had a sneak preview of "The Last Time I Saw Paris." . . . CinemaScope bowed at the Rialto on Thanksgiving Day, said manager Jack McCloskey, making all Comerford city and suburban theatres, excepting one, equipped with CinemaScope.

Manager Ed McGovern, Comerford, was host to about 400 of the area's nuns at a special showing of "White Christmas," the current attraction.

Lieutenant Bob Mathias, here in connection with the showing of "The Bob Mathias Story," Capitol, was enthusiastically received, according to manager Bill Kays, at his two personal appearances.

Leonard H. Goldenson, national president, has named John E. McDonald, this



Debbie Reynolds, one of the stars of MGM's "Athena," was in Philadelphia recently to get the film off to a fast start at the Viking. She is seen above with Herman Comer, theatre manager; Edward London, general manager; and Harry Sley, owner of the house.

city, president, United Cerebral Palsy of Lackawanna County, as representative director of the national board of United Cerebral Palsy Associations, Inc.

The recently betrothed Phyllis Woloszyn, secretary to Tom Jones, Strand, suffered real anguish when the diamond from her engagement ring became lost. However, ten days later, despite the heavy traffic, Ed Kronkey, aide, found the stone on the floor of the lobby. . . . Lackawanna County's only Congressional Medal of Honor winner, Gino Merli, one time of the Favini, was among those present at the luncheon honoring Westbrook Pegler at the Waldorf-Astoria Hotel, New York City. . . . Bob Kilcullen, for many years, manager, Roosevelt, has resigned from Comerford to establish himself in the gas and oil business at a newly constructed service station here. Kilcullen will be succeeded by Sam Miles, formerly of the Orient, which now will be manned by Jim Edwards. . . . A son-in-law of Luke Farrell, Carbondale Amusement Company, Tom Burke, Mid-Valley Drive-In, is a medical patient at St. Mary's Hospital.

### Wilkes-Barre

A brother-in-law of Fred Lee, Florida State Theatres, formerly of the Penn, the Reverend Michael A. Hally, former



Richard Burton, star, 20th-Fox's forthcoming CinemaScope production, "Prince Of Players," was welcomed recently at New York's Pennsylvania Station by two March of Dimes poster children. The youths presented him with a ticket to the "Command Performance" of 20th-Fox's "Desiree," Roxy, which aided the fight against polio.

senior chaplain, First Marine Division, was honored in Jersey City in connection with the 179th anniversary of the founding of the Marine Corps when he was presented with a gold chalice.

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## ALLIED ARTISTS

### Cry Vengeance (5504) MELODRAMA 83M.

ESTIMATE: Okeh programmer.

CAST: Mark Stevens, Martha Hyer, Skip Homeier, Joan Vohs, Douglas Kennedy, Don Haggerty, Cheryl Callaway, Warren Douglas, Mort Mills, John Doucette, Lewis Martin, Dorothy Kennedy. Produced by Lindsley Parsons; directed by Mark Stevens.

STORY: When detective Mark Stevens is released from prison after serving several years for a framed crime, he seeks revenge for the imprisonment and the death of his wife and child. From gunmoll Joan Vohs, he learns that the man he is seeking, Douglas Kennedy, is in Ketchikan, Alaska, under an assumed name, with his daughter, Cheryl Callaway. Actually, the framing and killing were masterminded by Lewis Martin and carried out by Skip Homeier, who is sent after Stevens with instructions to kill both him and Kennedy, as well as Vohs. In Alaska, Stevens is befriended by cafe owner Martha Hyer. Homeier kills Kennedy and fatally wounds Vohs, who is able to pin the crimes on Homeier, clearing Stevens. The latter and Homeier have a running gun fight with Homeier falling to his death into a huge dam. Stevens promises to return to Hyer and Callaway when he cleans up the loose ends concerning Martin.

X-RAY: Moving at a rapid and interest-holding pace, this entry shapes up as good program material with loads of violence, a yarn that is interesting though familiar, suspense, good performances, and good direction by Stevens. The screen play is by Warren Douglas and George Bricker.

AD LINES: "He Had A Mission In Life . . . Get A Killer"; "A Thrilling Tale Of Crime In Two Cities"; "Action . . . Suspense . . . Murder And An Ex-Cop Looking For A Killer."

## COLUMBIA

### Masterson Of Kansas WESTERN 73M.

(Color by Technicolor)

ESTIMATE: Okeh program western.

CAST: George Montgomery, Nancy Gates, James Griffith, Jean Willes, Benny Rubin, William A. Henry, David Bruce, Bruce Cowling, Gregg Barton, Donald Murphy, Gregg Martell, Sandy Sanders, Jay Silverheels, John Maxwell, Wesley Hudman, Leonard Geer. Produced by Sam Katzman; directed by William Castle.

## MOTION PICTURE

# EXHIBITOR

**SERVICE SECTION**

*The original Pink Section evaluations of features and shorts*

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SECTION TWO

VOL. 53 • NO. 5

DECEMBER 1, 1954

STORY: When John Maxwell negotiates a peace treaty with hostile Indians that grants them reserve grass country, he becomes unpopular with cattlemen who want that land. Bill Henry, leader of the cattlemen group, manages to frame Maxwell, who is convicted of murdering an army colonel on the testimony of one of Henry's stooges. The sheriff, George Montgomery, is convinced of Maxwell's innocence and is eager to prove it because the Indian friends of Maxwell plan war if he is executed. Montgomery is led to believe that gunman gambler James Griffith would know the whereabouts of the condemning witness. However, the two are sworn enemies and it remains for Nancy Gates, Maxwell's daughter, to get Griffith to aid. Joining forces, Griffith and Montgomery head for a nearby town where the witness is hiding. On the way, they save Maxwell from being killed by the cattlemen while he is on his way to the execution. Montgomery finds the elusive witness and learns that Henry had killed the army officer and that Maxwell was framed. With this information, he rides to stop the execution. In the meantime Henry and his men are about to lynch Maxwell. Montgomery, Griffith, etc., save Maxwell and kill Henry and most of his men.

X-RAY: A routine western, this involves sharp shooting, intrigue, and action to please audiences satisfied with a fast moving show with plenty of gunslinging. Douglas Heyes wrote the story and screen play. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Bat Masterson Was All The Law Dodge City Had . . . And All It Needed"; "Meet Bat Masterson, The Toughest Lawman That Ever Went Up Against A Lynch Mob"; "A Gunman Turned Lawman In The Days Of The Killers."

## IFE

MELODRAMA

### Theodora, Slave Empress 88M.

(Pathecolor)

(Filmed in Italy) (English dialogue)

ESTIMATE: Spectacle has the angles.

CAST: Gianna Maria Canale, George Marchal, Renato Baldini, Henri Guisel, Irene Papas, Carlotta Sposito, Nerio Bernardi, Olga Solbelli, Alessandro Fersen, Loris Gizzi, Umberto Silvestri. Directed by Riccardo Freda.

STORY: George Marchal, emperor of Byzantium, wanders among his subjects and meets Gianna Maria Canale, who tries to steal his golden pendant. He offers it to her, she accepts it, and disappears. Later, she is jailed as a thief, but escapes by charming the jailor. At the annual chariot races, Marchal decides to handle a chariot, whereupon Canale drugs her friend, driver Renato Baldini, takes over his chariot and wins. As a reward, she is invited to the palace. Marchal wants her to become his mistress, but Marchal is forced to marry her and make her his

## FIRST\* in the entire trade press . . .

MOTION PICTURE EXHIBITOR . . . both in The Pink Reviews as available, and in the alternating yellow Check-Up, . . . now lists, for your booking and playing knowledge, all pertinent data on the new techniques. Included in such data are:

1. ARE PRINTS AVAILABLE IN STEREOGRAPHIC SOUND?
2. WHICH SCREEN ASPECT RATIOS ARE AVAILABLE ON EACH PICTURE?
3. ON WHICH 3-D PICTURES ARE 2-D PRINTS AVAILABLE?
4. IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?
5. ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?

\*AS USUAL! The most useful and "theatre-wise" services will always come from the theatremen's most serviceable weekly!



empress. She is a popular figure with the common people, but minister Henri Guisel plots against her, attempting to discredit her before Marchal, who disbelieves the evidence until it becomes overwhelming and she is forced to flee the palace. She joins the people fighting Guisel's men and signals loyal general Nerio Barnardi and his troops outside of the city. Meanwhile, Canale is captured and about to be killed when the troops arrive. Guisel is exposed to Marchal, who saves her and begs her forgiveness. They rule thereafter.

**X-RAY:** Dubbed into English, this period piece, with a cast of hundreds, massive sets, revealing color, and an interesting story ably presented by a competent cast with good direction and production, could prove a crowd pleaser with the proper promotion and support. It can either fit on the duallers in regulation houses or as a single in the art and specialty spots. The screen play is by Rene Wheeler, Ranieri Cochetti, Claude Accursi, and Riccardo Freda.

**AD LINES:** "A Great Adventure Spectacle"; "A Cast Of Hundreds, A Lovely Woman And Queen, Intrigue At Court, And Plenty Of Action"; "Thrills . . . Romance . . . Adventure With a Cast Of Hundreds In Revealing Color."

## MGM

### Deep In My Heart (512)

BIOGRAPHICAL  
MUSICAL  
132M.

(Eastman Color)

(Print by Technicolor)

**ESTIMATE:** High rating.

**CAST:** Jose Ferrer, Merle Oberon, Helen Traubel, Doe Avedon, Walter Pidgeon, Paul Henreid, Tamara Toumanova, Paul Stewart, Isobel Elsom, David Burns, Jim Backus, guest appearances by Rosemary Clooney, Gene and Fred Kelly, Jane Powell, Vic Damone, Ann Miller, William Olvis, Cyd Charisse, James Mitchell, Howard Keel, Tony Martin, Joan Weldon. Produced by Roger Edens; directed by Stanley Donen.

**Story:** Jose "Sigmund Romberg" Ferrer, a waiter, impresses Walter "J. J. Shubert" Pidgeon with his talent as a composer and embarks upon a successful musical career, guided by actress-lyricist Merle Oberon. He has hit after hit, all the time keeping in close contact with his friend, Helen Traubel. Ferrer meets socialite Doe Avedon, and despite the interference of her mother, Isobel Elsom, the two after an involved courtship are married. Saddened by the death of Oberon, Ferrer feels that his music is no longer appreciated. However, he is acclaimed at a concert performance of his works in Carnegie Hall.

**X-RAY:** The well-known musical works of Sigmund Romberg were never seen or heard to better advantage than in this lavish, colorful musical. Jose Ferrer's portrayal of Romberg is warm and humorous, and he also shows remarkably well as a song and dance man. Another high spot in the film is the performance of Helen Traubel, whose personality and singing aid considerably. The musical numbers, comprising selections from Romberg's best shows, are well-staged, and the appearances of a host of musical celebrities of the screen and the record world offer many exploitation possibilities. Despite the long running time, the pace is swift and interest is maintained. All the stops have been pulled out in the production end, and the results should be felt in boxoffices everywhere. The screen play is by Leonard Spigelglass. Maximum aspect ratio: 1.75-1.

**TIP ON BIDDING:** Higher price.

**AD LINES:** "Music To Love By, Music To Dream By, Music From The Inspired Pen Of The Incomparable Sigmund Rom-

berg"; "A New Jose Ferrer, Singing, Dancing, Romancing His Way Into Your Heart"; "All The Color Of Old Vienna, But New As Springtime . . . The Sigmund Romberg Story."

## RKO

### Cattle Queen Of Montana (505)

WESTERN  
88M.

(Color by Technicolor)

**ESTIMATE:** Western has names to help.

**CAST:** Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Anthony Caruso, Jack Elam, Yvette Dugay, Morris Ankrum, Chubby Johnson, Myron Healey, Rod Redwing. Produced by Benedict Bogeaus; directed by Allan Dwan.

**STORY:** Rancher Morris Ankrum, his daughter Barbara Stanwyck, and trusted employe Chubby Johnson arrive in Montana with cowhands and a large herd to file a claim. Stanwyck meets Ronald Reagan, enroute to a job with Gene Evans as a gunman-bodyguard. Indians led by Tony Caruso raid the cattle, kill the cowhands, as well as Ankrum, and wound Johnson and Stanwyck. Evans, in league with Caruso, arrives to rifle Ankrum's body of claim papers. Lance Fuller, son of the Blackfoot chief, happens by on the way home from white man's school and takes both to the village where they recuperate. Yvette Dugay, Indian girl, hates Stanwyck for the attention paid by Fuller. Stanwyck has no proof Evans is guilty and tries to get same. She is aided by Reagan, who sends her to the army with evidence, but learns of a meeting between Evans and Caruso. She rides to warn Fuller and finds him taking over as tribe chief upon the death of his father and his winning a fight with Caruso. Reagan admits that he was an undercover agent for the army. He, Stanwyck, and Fuller and his men are instrumental in cleaning things up by killing Evans and Caruso.

**X-RAY:** A complicated yarn with lots of riding, shooting, intrigue, Indians good and bad, etc., is to be found here, along with average performances, direction, and production. The names should be of assistance in the selling and the color helps. Much of what transpires is familiar, but average outdoor meller fans shouldn't mind too much. The screenplay is by Howard Estabrook and Robert Blees, with the original story by Thomas Blackburn.

**TIP ON BIDDING:** Program price.

**AD LINES:** "She Had A Way With A Gun And Men"; "Action . . . Indians . . . Rustlers . . . Army Intrigue . . . In Beautiful Technicolor"; "She Wanted Revenge And Justice . . . And Got Both As Well As Thrills And Romance."

## REPUBLIC

### Trouble In The Glen

COMEDY DRAMA  
91M.

(Trucolor by Consolidated)  
(Made in Scotland)

**ESTIMATE:** Scottish comedy-drama will need plenty of selling.

**CAST:** Margaret Lockwood, Orson Welles, Forrest Tucker, Victor McLaglen, John McCallum, Eddie Byrne, Archie Duncan, Ann Gudrun, Moultrie Kelsall, Margaret McCourt, Alex McCrindle, Mary Mackenzie, Peter Sinclair, Jack Watling. Produced and directed by Herbert Wilcox.

**STORY:** Orson Welles returns to the Scottish Highlands, setting himself up as Laird in the castle of his ancestors. Enraged by the manner of the men of the area, he closes a road used by them for many years. American Forrest Tucker,

friendly with the Scots, including Scottish gypsies Victor McLaglen and his son, John McCallum, returns to visit his small daughter, Margaret McCourt, crippled by polio, and ignorant of the fact that he is her father. She is heartbroken since the road has been closed and Tucker protests to Welles, in the process falling in love with his daughter, Margaret Lockwood. A civil war threatens, but after Tucker whips Welles' foreman, Archie Duncan, Welles restores peace by reopening the road. Tucker and Lockwood clinch, and McCourt is on the road to recovery.

**X-RAY:** The scenes of Scottish countryside are quite impressive in excellent Trucolor, but the film is slow paced and lacks action. The promise of a real battle never is fulfilled and in spots the story becomes oversentimental. The film's best chances would seem to be in class spots, where the interesting locale and the Scottish customs can be exploited. The screen play is by Frank S. Nugent from the story by Maurice Walsh. Maximum aspect ratio: 1.85-11.

**AD LINES:** "Another Wonderful Romance From The Author Of 'The Quiet Man'"; "Long Rolling Scottish Hills And Short Fiery Scottish Tempers Set The Screen Ablaze With Excitement"; "He Was Her Knight In Shining Armor In A World Full Of Villains."

## 20TH-FOX

### The Outlaw's Daughter (427)

WESTERN  
75M.

(Color)

**ESTIMATE:** For the lower half.

**CAST:** Jim Davis, Kelly Ryan, Bill Williams, George Cleveland, Elisha Cook, Guinn Williams, Sara Haden, Nelson Leigh, George Barrows. Produced and directed by Wesley Barry.

**STORY:** A stage coach escorted by marshal Jim Davis is ambushed and his brother is killed by outlaws led by Bill Williams. The trail leads him to the ranch of Nelson Leigh, old outlaw. Leigh is enraged to learn of the participation in the robbery by Williams, Elisha Cook, and George Cleveland, and he attempts to turn them over to Davis but is killed. Leigh's daughter, Kelly Ryan, believes that Davis did the killing. She moves into town and Davis falls in love with her. Cleveland wants to go straight, but Williams and his men kill him. Davis is disarmed by Ryan, who goes off with Williams. Davis takes up the trail, which shows Ryan taking part in a number of hold-ups. When Cook is sacrificed so that Williams can get away, she sees him in his true colors and decides to escape. She also learns he killed her father. Davis and Williams have it out with the outlaw getting killed. Ryan informs Davis she is ready to go back for her punishment and asks him to wait.

**X-RAY:** There's enough riding, shooting, intrigue and color to satisfy western fans who are not too demanding. Performances, direction, story, and production are average. The screen play is by Sam Roeca.

**AD LINES:** "She Had A Way With Men And A Gun"; "She Got What She Wanted"; "Hit The Trail To Action And Adventure With 'The Outlaw's Daughter'."

## U-International

### The Yellow Mountain (510)

MELODRAMA  
78M.

(Print by Technicolor)

**ESTIMATE:** Average programmer for the duallers.



CAST: Lex Barker, Mala Powers, Howard Duff, William Demarest, John McIntyre, Leo Gordon, Hal K. Dawson, Dayton Lummis. Produced by Ross Hunter; directed by Jesse Hibbs.

**STORY:** Howard Duff, saloon owner, gets hold of some promising mining claims at about the same time that a former partner, Lex Barker, shows up to get back some cash Duff appropriated. Barker decides to remain as a partner, figuring to aid Duff in his fight with John McIntire, owner of a mine on the same mountain, who wants to close a deal with Duff making him a limited partner. Crooked attorney Dayton Lummis comes to work for Duff, as does William Demarest, owner of a worthless mine of which he is continually boasting, and father to Mala Powers, in whom Duff and Barker are both interested. Barker is ambushed by McIntire's men and left for dead. McIntire forces Duff to join him, and Barker suspects Duff of being in on the ambush so he could have all the gold as well as Powers. Barker lends Demarest some money during a card game and he signs over the mine to him. Barker turns out to be the legal owner of all the gold found in the mines owned by Duff and McIntire and his gunmen. Duff kills McIntire while Barker takes care of the rest. Powers confesses her love for Barker while he forgives Duff and offers him a share in the mine.

**X-RAY:** A standard-type entry, this offers enough action, intrigue and atmosphere, as well as a fairly interesting yarn and adequate performances. The screen play is by George Zuckerman and Russell Hughes based on a story by Harold Channing Wire, with the adaptation by Robert Blees. Maximum aspect ratio: 2-1.

**AD LINES:** "Gold Fever Drives Men And Women Crazy"; "They Were Friends And Partners Until Gold And A Pretty Gal Turned Up"; "Action . . . Gunplay . . . Adventure . . . Romance On 'The Yellow Mountain'."

## WARNERS

### The Big Sleep (407)

MYSTERY MELODRAMA  
114M.

(Reissue)

**ESTIMATE:** Reissue has names.

**CAST:** Humphrey Bogart, Lauren Bacall, John Ridgely, Martha Vickers, Dorothy Malone, Peggy Knudsen, Regis Toomey, Charles Waldron, Charles D. Brown, Bob Steele, Elisha Cook, Jr., Louis Jean Heydt, Sonia Darrin, James Flavin, Thomas Jackson, Tom Rafferty, Theodore Von Eltz, Dan Wallace, Joy Barlowe, Tom Fadden, Ben Welden, Trevor Bardette. Produced and directed by Howard Hawks.

**STORY:** Private detective Humphrey Bogart is retained by proud, elderly Charles Waldron to get his younger daughter, Martha Vickers, out of the clutches of blackmailer-bookdealer Theodore Von Eltz. He finds Vickers weirdly dressed with evidence that she had been posing for risqué pictures, although the film is gone. Detective Regis Toomey reports that Waldron's car and chauffeur have been found at the bottom of the ocean several miles away. Waldron's other daughter, Lauren Bacall, puts Bogart on the trail of blackmailer Louis Heydt, and Bogart forces him to turn over the missing prints. However, while Bogart is still in Heydt's room, Heydt is murdered. Bogart captures the killer and turns him over to Toomey. All through the investigation, Bogart keeps running into gambler-racketeer John Ridgely, whom Bogart thinks has something on Bacall. Bogart learns Ridgely's wife, Peggy Knudsen,

has been hiding out; tries to find out why; and is captured by Ridgely's henchmen. After a fight with his captors, Bogart gets a confession from Ridgely in which it is shown that he has held over Bacall the threat of exposure of having knowledge that Vickers had helped kill the dead chauffeur. Bogart maneuvers things so that Ridgely is killed by his own men, meanwhile getting to Toomey for help. Bogart decides to take the future with Bacall, and sends Vickers away for medical treatment.

**X-RAY:** When first reviewed in *THE SERVICESECTION* of August, 1946, it was said: "The stars do okeh in this exciting, adventure-laden mystery that is bound to hypo any boxoffice. Fans addicted to this type of film fare will get their fill of mystery, murder, two-fisted action, the Bogart brand of romance, etc. Performances by the cast are uniformly good, as are direction, production, photography, etc." The story is by Raymond Chandler.

**TIP ON BIDDING:** Usual reissue price.

**AD LINES:** "Humphrey Bogart At His Fistic Best"; "Whether It Be A Fight Or A Romance, Bogart Comes Out On Top"; "Brought Back So You May Enjoy It Again."

### Saratoga Trunk (406)

COMEDY DRAMA  
135M.

(Reissue)

**ESTIMATE:** Names should help reissue.

**CAST:** Gary Cooper, Ingrid Bergman, Flora Robson, Jerry Austin, John Warburton, Florence Bates, Curt Bois, John Abbott, Ethel Griffies, Maria Shelton, Helen Freeman, Sophie Huxley, Fred Essler, Louis Payne, Sarah Edwards, Adrienne D'Anbricourt, Jacqueline DeWitt. A Hal B. Wallis production; directed by Sam Wood.

**STORY:** Ingrid Bergman, illegitimate daughter of a romance between a wealthy New Orleans socialite and her mother, who was sent into virtual exile in France by her father's family, returns in 1875 to revenge the death of her mother. She takes a house with Flora Robson, her mulatto servant, and Jerry Austin, dwarf, and meets Gary Cooper, cowboy gambler. Cooper and Bergman have a yen for each other, but she sticks to her business at hand, to embarrass her father's family and to make a wealthy marriage. She succeeds in the first, with the family paying her to get out of town, buying her house, and paying for a stone on her mother's grave. Cooper leaves for Saratoga Springs, N. Y., for the gambling and racing season, and later sends Bergman the dope on wealthy John Warburton, who is battling for possession of the Saratoga Trunk, important state railroad line. Bergman wants to marry Warburton for his money. Eventually, Cooper moves in on the railroad deal, and takes a gang to fight the Warburton opposition. Warburton is wise to Bergman's scheme, but asks her to marry him anyway. Before she can accept, Cooper, who has won the railroad fight, arrives with the unconscious Austin, who had gone with him. Bergman realizes she loves only Cooper.

**X-RAY:** When first reviewed in *THE SERVICESECTION* of November, 1945, it was said: "With a story by Edna Ferber that is ideal movie material, with the Cooper and Bergman names, with excellent production, this will provide a busy time for the boxoffices. It has plenty of appeal for all types of audiences. Sam Wood's splendid direction also is apparent, and the whole thing spells dough."

**TIP ON BIDDING:** Usual reissue price.

**AD LINES:** "Gary Cooper And Ingrid Bergman At Their Best In The Sensational Novel By Edna Ferber"; "The Story Of A Fight For Love And Riches"; "Brought Back So You May Enjoy It Once Again."

## FOREIGN

### Desperate Decision

DRAMA  
84M.

(Times)

(French-made) (English dialogue)

**ESTIMATE:** Fair import for the art houses.

**CAST:** Daniele Delorme, Henry Vidal, Nicolas Vogel, Maurice Ronet, Jean Debucourt, Michele Cordone, Jacqueline Porel, Marcel Journet, Marcel Charvey. Directed by Yves Allegret.

**STORY:** In a dream, Daniele Delorme, shy servant girl in a convent near Dublin, sees her brother, a republic revolutionary, in danger so she immediately sets out for the city to find him, but at the moment of the dream, her brother is executed by his fellow conspirators as a traitor. Delorme comes to the meeting place of the revolutionaries, where she meets leader Henri Vidal, who had killed her brother. She puts her trust in him. He brings her back to the convent through a ruse. In a subsequent sabotage attempt, the police rout the rebels. Delorme, at the convent, is made to think that her brother was killed by the police, and vows in revenge to assassinate the chief of police. She returns to Dublin, but Vidal thwarts the plan. However, a dragnet has been put out for him and to escape he and Delorme hide out in her brother's old apartment. Some children spot them and call the police. Vidal tries to make her escape alone, but she will not leave him. In desperation, he tells her that it was he who had killed her brother. She shoots him.

**X-RAY:** Starting out as a ironic story of a revolution, this falters along the way by involving itself with a psychologically disturbed young girl. The direction is not so much concerned with melodramatic thrills but rather builds up to a dramatic climax that is just ineffective. Jacques wrote the screen play from a novel, "La Jeune Folle," by Catherine Beauchamp.

**AD LINES:** "The Magnificent Urchin Of 'Gigi' In A Seriously Dramatic Role"; "He Killed Her Brother But Had To Keep This Secret Locked In His Heart"; "She Swore Revenge Against Her Brother's Murderer . . . The Man She Loved."

### The Heart Of The Matter

DRAMA  
100M.

(Associated Artists)

(English-made)

**ESTIMATE:** For the art and class spots.

**CAST:** Trevor Howard, Elizabeth Allan, Maria Schell, Denholm Elliott, Peter Finch, Gerard Oury, George Coulouris, Earl Cameron, Colin Gordon, Evelyn Roberts, Michael Hordern. Produced by Ian Dalrymple; directed by George More O'Ferrall.

**STORY:** Trevor Howard, a deputy police commissioner in a torrid British colony in west Africa, has served for many years, and his wife, Elizabeth Allan, has become haggard as a result of living in a society that she detests. Howard takes pity on her and tries to arrange a friendship between her and government employe Denholm Elliott. Howard borrows money from a disreputable trader and sends her for a holiday in South Africa. In her absence, Howard is assigned the routine duty of meeting and caring for a boatload of survivors from a ship wreck. Among these survivors is young widow, Mary Schell, toward whom Howard at first has a protective sympathy. Schell's charm soon turns this sympathy into love and Howard is then torn by duty to his wife and love for Schell. He sends the latter an indiscreet letter which falls into dishonest hands and he is thus blackmailed into betraying his own integrity by aiding a



diamond smuggling operation. When Allan returns, he is plunged into a deeper sense of guilt and powerlessness to help the two women who look to him for happiness. His guilt is also strengthened by his own attachment to superficialities of religion. To take his own life seems the only way out for him, but this, too, would hurt those close to him. He arranges it, therefore, to appear as if his suicide was really death at the hands of hoodlums in the course of his duty.

**X-RAY:** Based on a novel by Graham Greene, this boasts a talented cast. The story is a little weak and sometimes involved while the characters are far from convincing, but African backgrounds may lend color to the goings-on. This film's appeal will be limited to art and class spots where the names may have some value in selling. The screen play is by Lesley Storm.

**AD LINES:** "Another Great Novel By Graham Greene Comes To The Screen With A Talented Cast"; "His Sin Was Adultery . . . His Punishment Death"; "Pursued By The Guilt Of His Own Infidelity."

## MISCELLANEOUS

### The Fast and The Furious

MELODRAMA  
72M.

(American Releasing Corporation)

**ESTIMATE:** For action spots and duallers.

**CAST:** John Ireland, Dorothy Malone, Bruce Carlisle, Iris Adrian, Marshall Bradford. Produced by Roger Corman, directed by Edwards Sampson and John Ireland.

**STORY:** Truck driver John Ireland runs a truck off a road and a man is killed. He is blacklisted by others in the trucking business although cleared by the police, and takes to the open road. He meets Dorothy Malone and learns she is taking her Jaguar for entry at the Pebble Beach International Sports Car races. In a brush with a stranger, Ireland knocks him down and the stranger cuts his head open. Ireland, not wanting another brush with the law, commandeers both Malone and her car. Ireland becomes driver of Malone's car in the race. Recognized in the middle of the race, Ireland makes a dash for south of the border. His racing rival offers his service to grateful cops, who step aside since they can't go to Mexico anyway, and the rival chases after Ireland, but gets run off the road. Ireland helps his rival. Malone catches up and falls in love with Ireland, tells him to go back and face the music and she will wait for him.

**X-RAY:** A sport car opus, actually filmed at Pebble Beach International Sports Car races, this has a hackneyed plot, but there is good action and the hot rod set will get a kick out of it. The screen play is by Jerome Odlum and Jean Howell.

**AD LINES:** "High Speed Excitement As A Wanted Man Meets A Wanting Woman"; "Killer—Then Death Driver"; "A Thrilling Race-Car Story Filmed On The Scene."

## The Shorts Parade

### TWO REEL

#### Comedy

**FOLLOW THE BLONDE.** RKO—Leon Errol Reissues. 18m. First released in 1946, this has Leon Errol and a friend

returning from a fishing trip, and when Errol borrows a car to go home, he finds a drunken blonde as a passenger. She screams when he tries to put her out and he decides to take her home. The car's speed attracts a motorcycle cop, whom the blonde recognizes as her husband. He gets the license number and hails the owner into court. Errol defends his friend, saying he was looking for a minister to marry him and his girl. The judge offers to do this and suspend the sentence, so the friend forces Errol to masquerade as a woman. As they are about to be wed, the friend's wife shows up and upsets the apple cart. The judge agrees to parole Errol and his friend in the custody of their wives. FAIR. (53706).

**HOME CANNING.** RKO—Edgar Kennedy Reissues. 16m. When first reviewed in THE SERVICESECTION of September, 1948, it was said, "Edgar Kennedy decides that his economic stability calls for some home canning in an effort to save some dough. Kennedy is soon disturbed by the painter, who forces him to vacate to the kitchen of an absent neighbor. Things progress smoothly until the pressure cooker explodes, and ruins the kitchen. Adding to the confusion is the loss of a diamond by Kennedy's wife. It winds up with Kennedy paying more than it ever would have cost him otherwise. FAIR." (53506).

#### Color Novelty

**MARINERS AHOY!** Warners—Technicolor Specials. 17m. The Girl Scouts go to sea in this featurette that follows a troop of Girl Scout mariners on a cruise in the brigantine, "Yankee." The scouts learn the fine points of seafaring from the ship's captain Irving M. Johnson. They carry out shiphand duties and even take control of the ship's wheel under the captain's watchful eye. The ship puts in at a number of harbors in the New England area that have historical points of interest. The girls learn a lot and enjoy themselves aplenty before they return to their home base. GOOD. (2003).

#### Novelty

**CAMERA HUNTING.** Warners—Classics Of The Screen. 19m. Some unusual footage from all over the world is combined here including shots of the famous Florida Everglades giving intimate views of the wild life. Another sequence shows an exhibition of mechanical dolls that operate on the principle of watches and react in amazingly lifelike movements. Arizona's irrigation system that today boasts Roosevelt Dam followed the first efforts of an ancient Indian culture that had once planned and executed a system to make it possible to grow vegetation on the desert. The final sequence reviews the life of Thomas Edison with original films by the inventor of the motion picture camera. GOOD. (2102).

#### Serial

**RIDING WITH BUFFALO BILL.** Columbia—Serial. 15 chapters. Marshall Reed, Rick Vallin, Joanne Rio, Shirley Whitney, Jack Ingram, William Fawcett, Gregg Barton, Ed Coch, Steve Ritch, Pierce Lyden, Michael Fox, Lee Roberts. Produced by Sam Katzman; directed by Spencer G. Bennet; screen play by George H. Plympton. Chapter One—"The Ridin' Terror From St. Joe." 25m. With Marshall Reed as Buffalo Bill, this serial begins with a gun raid on a wagon in lawless western territory. Reed happens by and saves Shirley Whitney and her brother from the badmen. When the brother turns to the villains, Whitney tries to make it back home, but she is caught in a horse stampede. Reed saves her. This has action

and gun play that will be adequate for serial requirements. FAIR. (7120).

## ONE REEL

### Color Cartoons

**FOXY DUCKLING.** Warners—Blue Ribbon Hit Parades Reissues. 7m. When first reviewed in THE SERVICESECTION of September, 1947, it was said: "A fox is driven to desperation in his efforts to fall asleep. After a good deal of twisting and turning, he discovers that what he needs is a duck down filled pillow, and so packs his bags in quest of a duck. He swoops down upon his potential victim, but soon learns that he has let himself in for something. He is tricked at every turn, and the fadeout finds him completely defeated. GOOD." (2303).

**FROM A TO Z-Z-Z.** Warners—Merrie Melodies. 7m. A little school boy given to daydreaming has one of his fantasies interrupted by his teacher, who asks him to solve an arithmetic problem, but this only sends him into another wild dream. It seems the boy is always getting into a world of fantasy on the slightest provocation and it remains for the teacher to bring him out momentarily. This is a better than average cartoon that displays imagination in its gags and an original type story. EXCELLENT. (2704).

**MY LITTLE DUCKAROO.** Warners—Merrie Melodies. 7m. In the fashion of the typical western hero, Daffy Duck, calling himself the masked avenger, along with Porky Pig, his sidekick, sets out to capture a desperate outlaw. The outlaw, however, is unimpressed by Daffy's efforts to take him in which confuses our hero no end. GOOD. (2706).

**QUACK SHOT.** Warners—Merrie Melodies. 7m. Elmer Fudd sets out for a day of duck hunting but after he bags his first bird, Daffy Duck puts in an appearance warning him not to molest any more of the feathered creatures. Paying no heed to this warning he continues, and Daffy tries to teach him a lesson by utilizing various warfare devices. They all backfire against the duck. Fudd finally eliminates his tormentor, but decides upon a less strenuous form of sport, fishing. After he makes his first catch, a big fish comes up to chastise him indicating a strong union against him. GOOD. (2705).

**THE SHELL SHOCKED EGG.** Warners—Blue Ribbon Hit Parade Reissues. 7m. When first reviewed in THE SERVICESECTION of August, 1948, it was said: "Mother turtle plants her eggs in the sand to be hatched from the sun's warmth. During a cloudy spell, one walks off half hatched, and goes looking for a warm spot so that he can get the rest of the way out of his shell. Crawling under a dog, the dog thinks he has laid an egg, and tangles with the chickens. All the while the half-hatched turtle's mother and brothers continue to dig for him in the sand, finally find him, and all are happy but the dog. FAIR." (2304).

#### Musical

**SOUTH AMERICAN SWAY.** Warners—Melody Master Bands Reissues. 9m. When first reviewed in THE SERVICESECTION of March, 1944, it was said of this reissue: "This consists of the following numbers: 'Gotta Have My Rhythm,' 'Cachita,' 'Mexican Magic,' 'When Yuba Plays The Rhumba On The Tuba,' and 'Negra Bila Conga.' There is a bit of singing and dancing, but for the most part it is just a band reel. FAIR." (2803).



# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3833, 3834, 3835 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No. Release Date Title Rating Running Time Page Reviewed In Pink Section

## Columbia

### Two Reel COMEDIES

#### ALL-STAR (6)

6411 (Sept. 10) Oh Say Can You Sue (Clyde) F 16m. 3622  
6412 (Oct. 29) A-Hunting They Did Go (Quillan-Vernon) F 16 1/2m. 3656  
6413 (Nov. 26) Down the Hatch (Mimmo) F 17 1/2m. 3673  
6414 (Jan. 7) Doggie in the Bedroom (Quillan-Vernon) F 16 1/2m. 3706  
6415 (May 13) Toating Taaters (Clyde) F 17m. 3773  
6416 (June 17) Twa April Fools (Clyde) F 16 1/2m. 3798

#### (1954-55) (6)

7411 (Sept. 30) The Fire Chaser (Besser) F 16m. 3873  
7412 (Dec. 9) Kids Will Be Kids 16m.

#### ASSORTED FAVORITE REPRINTS (2)

6421 (Sept. 17) Wife Decoy (Herbert) F 17m. 3614  
6422 (Oct. 22) Silly Billy (Burke) F 18m. 3630  
6423 (Dec. 17) Strife of the Party (Vague) B 16m. 3645  
6424 (Feb. 11) Oh, Babyl (Herbert) F 18 1/2m. 3699  
6425 (Mar. 11) Two Nuts in a Rut (Schilling-Lane) F 18m. 3706  
6426 (Apr. 29) She Snoops to Conquer (Vague) F 17 1/2m. 3730

#### (1954-55) (6)

7421 (Sept. 16) His Hotel Sweet (Herbert) F 17m. 3841  
7422 (Oct. 14) Billie Gets Her Man (Billie Burke) G 17m. 3856  
7423 (Dec. 2) Cupid Goes Nuts (Vague)

#### COMEDY FAVORITE RE-RELEASES (6)

6431 (Oct. 15) Half Shot At Sunrise F 16m. 3630  
6432 (Nov. 12) Meet Mr. Mischief G 17 1/2m. 3638  
6433 (Jan. 14) Love at First Fright F 16m. 3682  
6434 (Feb. 25) Get Along Little Hubby F 19m. 3722  
6435 (Mar. 4) Slappily Married F 16 1/2m. 3706  
6436 (July 8) Fiddling Around G 17 1/2m. 3788

#### (1954-55) (6)

7431 (Oct. 21) Wedding Belle (Schilling and Lane) F 17m. 3865  
7432 (Nov. 18) Rolling Down to Rena (von Zell) G 16 1/2m. 3865  
7433 (Dec. 16) The Good Bad Egg (DeRita)

#### SERIALS (4)

6120 (Sept. 17) The Great Adventures of Captain Kidd G 15ep. 3615  
6140 (Dec. 31) Jungle Raiders (Reissue) G 15ep. 3645  
6160 (Apr. 15) Gunfighters of the Northwest F 15ep. 3739  
6180 (July 29) Batman (Reissue) G 15ep. 3779

#### (1954-55) (4)

7120 (Nov. 11) iding With Buffalo Bill F 15ep. 3880

#### THE THREE STOOGES (8)

6401 (Sept. 3) Rip, Sew and Stitch F 17m. 3630  
6402 (Oct. 8) Bubble Trouble F 16 1/2m. 3630  
6403 (Dec. 3) Goof on the Roof F 16 1/2m. 3673  
6404 (Feb. 4) Income Tax Sappy F 16 1/2m. 3706  
6405 (Mar. 18) Spooks (2-D) G 15 1/2m. 3706  
6406 (Apr. 15) Pardon My Backfire (2-D) E 16m. 3730  
6407 (May 13) Musty Musketeers F 16m. 3758  
6408 (June 3) Pals and Gals G 17m. 3773

#### (1954-55) (8)

7401 (Sept. 2) Knutzy Knights G 17 1/2m. 3841  
7402 (Oct. 7) Shot In The Frontier F 16m. 3873  
7403 (Nov. 4) Scotched in Scotland

#### THE THREE STOOGES (3-D)

6440 (Aug. 15) Pardon My Backfire E 16m. 3614

#### One Reel

#### CANDID MICROPHONES (5)

6551 (Sept. 10) No. 1 F 10m. 3631  
6552 (Dec. 10) No. 2 F 9 1/2m. 3676  
6553 (Feb. 18) No. 3 G 10m. 3723  
6554 (Mar. 18) No. 4 F 10m. 3758  
6555 (June 24) No. 5 G 10m. 3806

#### (1954-55)

#### (Reissues)

7551 (Sept. 23) Series 1, No. 1 E 10m. 3843  
7552 (Dec. 2) Series 1, No. 2

#### COLOR FAVORITES (15)

#### (Technicolor)

#### (Reissues)

6601 (Sept. 24) Carnival Courage F 7m. 3615  
6602 (Oct. 8) Fleeta Time G 7 1/2m. 3631

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6603 (Nov. 5) Room and Bored G 7 1/2m. 3639  
6604 (Nov. 26) A Bay, A Gun And Birds F 7m. 3639  
6605 (Dec. 17) Skeleton Frolic F 7m. 3657  
6606 (Jan. 7) Tree For Two G 7 1/2m. 3683  
6607 (Feb. 11) Way Down Yonder in the Carn G 7 1/2m. 3683  
6608 (Feb. 28) Dog, Cat, and Canary F 6m. 3707  
6609 (Mar. 31) The Egg Yegg F 7 1/2m. 3707  
6610 (May 13) The Way of All Pests G 7m. 3731  
6611 (May 27) Amoozin But Confaazin F 8m. 3730  
6612 (June 17) A Cat, a Mause, and a Bell G 7m. 3747  
6613 (June 24) The Disillusioned Bluebird B 7m. 3750  
6614 (July 8) Mr. Moocher F 7m. 3783  
6615 (July 22) The Herring Murder Mystery F 7m. 3783

#### (1954-55) (15)

7601 (Sept. 2) Imagination E 8m. 3842  
7602 (Oct. 7) Red Riding Hood Rides Again G 7m. 3857  
7603 (Nov. 4) A-Hunting We Wan't Go G 7 1/2m. 3866  
7604 (Nov. 25) Gifts From the Air  
7605 (Dec. 9) Mysto Fox

#### MR. MAGOO (4)

#### (Technicolor)

6701 (Nov. 19) Magoo Slept Here G 7m. 3657  
6702 (Mar. 11) Magoo Goes Skiing G 7m. 3722  
6703 (July 1) Kangaroo Courting G 7m. 3798  
6704 (Dec. 16) Destination Magoo

#### MR. MAGOO SPECIAL

#### (Technicolor)

#### (CinemaScope)

( ) When Magoo Flew E 7m. 3857

#### (1954-55)

#### MUSICAL SPECIAL (1)

7999 (Sept. 2) Autumn in Rome G 8m. 3843

#### SCREEN SNAPSHOTS (10)

#### (Series 33)

6851 (Sept. 17) Hollywood Stuntmen G 10 1/2m. 3631  
6852 (Oct. 22) Hollywood Laugh Parade G 10m. 3657  
6853 (Nov. 19) Men of the West G 10m. 3676  
6854 (Dec. 24) Hollywood's Great Entertainers F 10 1/2m. 3707  
6855 (Jan. 2) Memories in Uniform F 10 1/2m. 3715  
6856 (Feb. 25) Hollywood Stars to Remember G 10m. 3720  
6857 (Mar. 25) Hollywood Goes to Mexico F 10 1/2m. 3723  
6858 (May 6) Hula From Hollywood F 10m. 3758  
6859 (June 10) Hollywood's Invisible Man F 9m. 3843  
6860 (July 15) Hollywood Grows Up G 10 1/2m. 3843

#### (1954-55) (10)

7851 (Sept. 23) Hollywood Movies March On G 10m. 3843  
7852 (Oct. 21) Hollywood Stars On Parade F 9 1/2m. 3874  
7853 (Nov. 18) Hollywood Cowboy Stars  
7854 (Dec. 16) Hollywood Life

#### THRILLS OF MUSIC (6)

#### (Reissues)

6951 (Sept. 24) George Tawne and Orch. F 10m. 3616  
6952 (Nov. 26) Boyd Raeburn and Orch. G 10m. 3639  
6953 (Dec. 24) Claude Thornhill and Orch. G 10m. 3646  
6954 (Feb. 4) Machito and Orch. G 10m. 3699  
6955 (Apr. 1) Charlie Barnet and Orch. G 10 1/2m. 3731  
6956 (June 3) Skitch Henderson and Orch. G 10m. 3767

#### (1954-55) (6)

7951 (Sept. 9) Ted Weems and Orch. G 10m. 3843  
7952 (Nov. 11) Gene Krupa and Orch. F 10m. 3866  
7953 (Dec. 23) The Lecuona Cuban Boys

#### TOPNOTCHERS (2)

6901 (Apr. 15) Canine Crimebusters G 10m. 3758  
6902 (May 27) Push Back the Edge G 10m. 3774

#### UPA ASSORTED CARTOONS (4)

#### (Technicolor)

6501 (Jan. 14) Bringing Up Mother E 7m. 3707  
6502 (Feb. 11) Ballet-Op E 7 1/2m. 3706  
6503 (Apr. 8) The Man on the Flying Trapeze G 7m. 3758  
6504 (June 17) Fudget's Budget E 7m. 3773

#### (1954-55) (4)

7501 (Sept. 9) How Naw Boing Boing E 7 1/2m. 3842

#### UPA CARTOON SPECIAL (2)

6509 (Sept. 24) A Unicorn In The Garden E 7m. 3631  
6510 (Dec. 17) The Tell Tale Heart E 8m. 3631

#### WORLD OF SPORTS (10)

6801 (Sept. 24) Assault and Mat-tery F 10m. 3631  
6802 (Oct. 15) Hackey Thrills And Spills F 9 1/2m. 3657  
6803 (Nov. 12) Snow Speedsters F 10 1/2m. 3683  
6804 (Dec. 17) Battling Big Fish F 11m. 3707  
6805 (Feb. 18) Gauchos Down Uruguay Way G 10m. 3723  
6806 (Mar. 25) Tee Magic G 10m. 3723  
6807 (Apr. 22) Racquet Wizards F 9m. 3758

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6808 (May 20) World Soccer Champions F 10m. 3774  
6809 (June 24) Diving Cavalcade F 9m. 3806  
6810 (Aug. 12) Target Tricksters G 9m. 3844

#### (1954-55) (10)

7801 (Sept. 16) Argentine Athletics G 10m. 3874  
7802 (Oct. 14) Hunting Thrills F 9m. 3874  
7803 (Nov. 11) Skiing the Andes

## MGM

### One Reel

#### CARTOONS (16)

#### (Technicolor)

#### (T-J-Tom and Jerry)

W-531 (Sept. 5) Just Ducky (T-J) F 7m. 3615  
W-532 (Sept. 26) Half Pint Palomino (BB) G 7m. 3639  
W-533 (Oct. 17) Two Little Indians (T-J) G 7m. 3623  
W-534 (Nov. 21) Life With Tom (T-J) G 8m. 3639  
W-535 (Dec. 26) The Three Little Pups E 7m. 3646  
W-536 (Jan. 23) Puppy Tale (T-J) G 7m. 3657  
W-537 (Jan. 30) Posse Cat (T-J) F 7m. 3691  
W-538 (Feb. 20) Drag-A-Long Droopy G 8m. 3682  
W-539 (Mar. 20) The Impossible Possum F 7m. 3707  
W-540 (Apr. 17) Hic-Cup Pup (T-J) F 6m. 3730  
W-541 (May 8) Billy Boy E 6m. 3739  
W-542 (May 29) Little School Mause (T-J) F 7m. 3750  
W-543 (June 19) Sleepytime Squirrel F 7m. 3798  
W-544 (July 10) Homesteader Droopy G 7m. 3758  
W-545 (July 31) Bird-Brain Bird Dog G 7m. 3798  
W-546 (Aug. 14) Baby Butch (T-J) F 7m. 3798

#### (1954-55) (16)

W-632 (Sept. 4) Mice Follies (T-J) G 7m. 3831  
W-634 (Sept. 18) Farm of Tomorrow (TA) G 7m. 3831  
W-636 (Oct. 2) Neapolitan Mouse (T-J) G 7m. 3831  
W-638 (Nov. 6) The Flea Circus (TA) G 7m. 3842  
W-639 (Nov. 13) Downhearted Duckling 7m.  
W-640 (Dec. 4) Dixieland Droopy (TA) 8m.

#### CINEMASCOPE CARTOONS

#### (Technicolor)

C-631 (Nov. 20) Pet Peeve (T-J) 7m.  
C-633 (Dec. 18) Touché Pussycat (T-J) 7m.

#### CINEMASCOPE MUSICAL GEMS (5)

#### (Technicolor)

K-571 (Jan. 15) Overture to the Merry Wives of Windsor G 8 1/2m. 3673  
K-572 (Mar. 19) Poet and Peasant G 9m. 3715  
K-573 (June 25) The Jubilee Overture E 9 1/2m. 3767  
K-574 (Sept. 1) The Thieving Magpie G 9m. 3806  
K-575 (Oct. 22) The Strauss Fantasy G 9m. 3831

#### FITZPATRICK TRAVELTALKS (8)

#### (Technicolor)

T-511 (Oct. 17) Seeing Spain G 8m. 3640  
T-512 (Nov. 28) In The Valley Of The Rhine G 9m. 3667  
T-513 (Dec. 26) Looking at Lisbon F 9m. 3683  
T-514 (Feb. 13) Glimpses of Western Germany F 9m. 3715

#### (1954-55) (6)

#### (Reissues)

T-611 (Sept. 11) Yosemite the Magnificent E 9m. 3831  
T-612 (Oct. 16) Grand Canyon, Pride of Creation E 8 1/2m. 3844  
T-613 (Nov. 27) Picturesque Patzcuaro G 9m. 3866  
T-614 (Dec. 25) Glacier Park and Waterton Lakes G 9m. 3866  
( ) Mexican Police an Parade  
( ) Mighty Niagara

#### GOLD MEDAL REPRINT CARTOONS (8)

W-561 (Oct. 3) Swing Shift Cinderella G 8m. 3616  
W-562 (Nov. 7) Springtime for Thomas (T-J) G 8m. 3622  
W-563 (Dec. 5) The Bear That Couldn't Sleep G 9m. 3631  
W-564 (Dec. 19) Northwest Hounded Police G 8m. 3666  
W-565 (Jan. 9) Milky Waif (T-J) G 7m. 3646  
W-566 (Feb. 6) Uncle Tam's Cabana G 8m. 3683  
W-567 (Mar. 6) Trap Happy (T-J) G 7m. 3699  
W-568 (Apr. 3) Salid Serenade (T-J) F 7m. 3707

#### (1954-55) (8)

W-661 (Oct. 30) Cat Fishin' (T-J) F 8m. 3842  
( ) Cat Concerto (T-J)

#### MUSICAL SPECIAL (1)

#### Capriccio Italian G 10m. 3543

#### PETE SMITH SPECIALTIES (10)

S-551 (Sept. 12) It Would Serve 'Em Right G 10m. 3623  
S-552 (Oct. 10) This Is A Living? G 9m. 3623  
S-553 (Nov. 7) Landlording It G 9m. 3623  
S-554 (Dec. 5) Things We Can Do Without G 9m. 3639  
S-555 (Jan. 2) Film Antics G 8m. 3623  
S-556 (Feb. 6) Ain't It Aggravatin' G 8m. 3657  
S-557 (Mar. 13) Fish Tales (Technicolor) G 8m. 3715  
S-558 (Apr. 10) Da Someone a Favor F 8 1/2m. 3707  
S-559 (May 8) Out For Fun G 10m. 3715  
S-560 (June 12) Safe At Home G 8m. 3799

#### (1954-55) (10)

S-651 (Oct. 9) The Camera Caught It F 9m. 3843  
S-652 (Dec. 11) Rough Riding (Tech.) F 9m. 3866  
Keep Young F  
Sports Trix  
The Man Around the House



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<b>Paramount</b>					
<b>CARTOON CHAMPIONS (6)</b>					
(Technicolor) (Reissues)					
S14-1 (Oct. 1)	1	We're In The Honey	G	8m. 3843	
S14-2 (Oct. 1)	1	Butterscotch and Soda	G	7m. 3842	
S14-3 (Oct. 1)	1	Sudden Fried Chicken	F	7m. 3843	
S14-4 (Oct. 1)	1	The Friendly Ghost	G	7 1/2m. 3842	
S14-5 (Oct. 1)	1	The Bored Cuckoo	G	8m. 3842	
S14-6 (Oct. 1)	1	Santa's Surprise	G	9m. 3842	
<b>CASPER CARTOONS (6)</b>					
(Technicolor)					
B14-1 (Oct. 15)		Boos and Arrows	G	6m. 3857	
B14-2 (Dec. 3)		Boo Ribbon Winner			
<b>GRANTLAND RICE SPORTLIGHTS (12)</b>					
R14-1 (Oct. 1)	1	Twin Riding Champs	G	10m. 3857	
R14-2 (Oct. 22)		Hot and Cold Glides, Slides and Rides	G	10m. 3857	
R14-3 (Nov. 5)	5	Where Everybody Rides			
<b>HEADLINER CHAMPIONS (6)</b>					
(Reissues)					
A14-1 (Oct. 1)	1	Speaking Of Animals and Their Families	E	9m. 3843	
A14-2 (Oct. 1)	1	Speaking Of Animals In a Musical Way	E	9m. 3843	
A14-3 (Oct. 1)	1	Stork Crazy	G	10m. 3843	
A14-4 (Oct. 1)	1	The Lonesome Stranger	E	10m. 3843	
A14-5 (Oct. 1)	1	Calling All Animals	F	10m. 3843	
A14-6 (Oct. 1)	1	Video Hounds	G	10m. 3843	
<b>HERMAN AND CATNIP CARTOONS (4)</b>					
(Technicolor)					
H14-1 (Nov. 26)		Rail-Rodents			
<b>NOVELTOONS (6)</b>					
(Technicolor)					
P14-1 (Oct. 29)		Fido Beta Kappa	G	6m. 3857	
<b>PACEMAKERS (6)</b>					
K14-1 (Oct. 2)	2	Drilling For Girls In Texas	G	9m. 3857	
<b>POPEYE CARTOONS (8)</b>					
(Technicolor)					
E14-1 (Nov. 12)		Private Eye Popeye			
E14-2 (Dec. 10)		Gopher Spinach			
<b>TOPPERS (6)</b>					
M14-1 (Nov. 19)		The Nerve of Some People			
<b>RKO</b>					
<b>Three Reel</b>					
<b>WALT DISNEY REISSUE (1)</b>					
43601 (Feb. 19)		Pecos Bill	G	25m. 3682	
<b>Two Reel</b>					
<b>EDGAR KENNEDY REISSUES (6)</b>					
43501 (Aug. 7)		Unlucky Dog	G	15m. 3614	
43502 (Aug. 21)		Trouble Or Nothing	F	18m. 3614	
43503 (Sept. 4)		Wall Street Blues	F	17m. 3614	
43504 (Sept. 18)		Motor Maniacs	F	18m. 3614	
43505 (Oct. 2)		Do Or Diet	F	18m. 3614	
43506 (Oct. 16)		Heading Far Trouble	G	18m. 3614	
(1954-55) (6)					
53501 (Oct. 8)		Host To a Ghost	B	17m. 3841	
53502 (Oct. 22)		Noisy Neighbors	F	17m. 3841	
53503 (Nov. 5)		The Big Beef	F	17m. 3841	
53504 (Nov. 19)		Mind Over Mouse	F	17m. 3865	
53505 (Dec. 3)		Brother Knows Best	F	17m. 3865	
53506 (Dec. 17)		Home Canning	F	16m. 3880	
<b>LEON ERROL REISSUES (6)</b>					
43701 (July 31)		Gem Jams	F	18m. 3614	
43702 (Aug. 14)		He Forgot To Remember	F	17m. 3614	
43703 (Aug. 28)		Birthday Blues	F	17m. 3614	
43704 (Sept. 11)		Let's Go Stepping	G	17m. 3614	
43705 (Sept. 25)		It Shouldn't Happen To A Dog	G	18m. 3614	
43706 (Oct. 9)		Maid Trouble	G	18m. 3614	
(1954-55) (6)					
53701 (Oct. 1)		Oh Professor Behave	F	18m. 3841	
53702 (Oct. 15)		When Wifie's Away	F	20m. 3841	
53703 (Oct. 29)		Cutie On Duty	G	17m. 3841	
53704 (Nov. 12)		Twin Husbands	F	18m. 3865	
53705 (Nov. 26)		I'll Take Milk	G	18m. 3865	
53706 (Dec. 10)		Follow That Blonde	F	18m. 3880	
<b>RAY WHITLEY REISSUES (2)</b>					
43401 (Aug. 21)		A Western Welcome	G	18m. 3615	
43402 (Sept. 18)		Rhythm Wranglers	F	19m. 3615	
(1954-55) (2)					
53401 (Oct. 22)		Sagebrush Serenade	F	19m. 3842	
53402 (Nov. 19)		Redskins and Redheads	G	18m. 3842	
<b>SPECIALS (4)</b>					
43101 (Oct. 2)		Shark Killers	G	15m. 3603	
43102 (Oct. 30)		This Is Little League	G	15m. 3666	
43103 (Dec. 18)		The Magic Streetcar	F	20m. 3682	
43104 (Mar. 26)		Taming the Crippler	E	16m. 3766	
(1954-55) (8)					
53101 (Oct. 8)		The Iron Fence	G	19m. 3857	
53102 (Nov. 12)		Circus Trainer		17m.	

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<b>SPORT SPECIALS (2)</b>					
43901 (Dec. 11)		Football Headliners	G	15m. 3706	
43801 (Apr. 16)		Basketball Headliners	F	15m. 3747	
(1954-55) (2)					
53901 (Dec. 10)		Football Highlights			
53801 (Apr. 15)		Basketball Highlights			
<b>COLOR SPECIALS (1)</b>					
43001 (Aug. 14)		Holiday Island (Pathecolor)	G	15m. 3584	
<b>TRUE-LIFE ADVENTURES (2)</b>					
(Technicolor)					
43301 (Aug. 14)		Prowlers Of The Everglades	G	32m. 3602	
<b>MY PAL REISSUES (2)</b>					
43201 (Aug. 7)		My Pal	G	22m. 3615	
43202 (Sept. 4)		Pal's Adventure	F	20m. 3615	
(1954-55) (2)					
53201 (Oct. 8)		I Found A Dog	F	21m. 3842	
53202 (Nov. 5)		Pal's Return	F	20m. 3842	
<b>One Reel</b>					
<b>SCREENLINERS (13)</b>					
44201 (Sept. 18)		Running The Red Blockade	G	8m. 3639	
44202 (Oct. 16)		Herring Hunt	G	10m. 3646	
44203 (Nov. 13)		Laughs of Yesterday	G	8m. 3666	
44204 (Dec. 11)		Ocean to Ocean	G	8m. 3683	
44205 (Jan. 8)		Report on Kashmir	G	10m. 3707	
44206 (Feb. 5)		Fire Fighters	G	8m. 3715	
44207 (Mar. 5)		Golden Gate	G	8m. 3758	
44208 (Apr. 2)		Mission Ship	G	11m. 3758	
44209 (Apr. 30)		Black Power	G	9m. 3767	
44210 (May 28)		Untroubled Border	G	8m. 3774	
44211 (June 25)		Long Time No See	G	8m. 3806	
44212 (July 23)		Riding The Wind	G	8m. 3812	
44213 (Aug. 20)		The Big Port	G	8m. 3831	
(1954-55) (13)					
54201 (Sept. 17)		House Of Knowledge	F	8m. 3857	
54202 (Oct. 15)		Alpine Fortress	G	8m. 3857	
54203 (Nov. 12)		Just Pets			
<b>SPORTSCOPES (13)</b>					
44301 (Sept. 4)		Ben Hogan	G	8m. 3616	
44302 (Oct. 2)		Bat Boy	G	8m. 3603	
44303 (Oct. 30)		Best In Show	G	8m. 3640	
44304 (Nov. 27)		Wild Birds Winging	F	8m. 3667	
44305 (Dec. 25)		Summer Schussboomers	F	8m. 3683	
44306 (Jan. 22)		Railbird's Album	G	8m. 3707	
44307 (Feb. 19)		Golfing With Demaret	G	8m. 3715	
44308 (Mar. 19)		Dog Scents	G	8m. 3767	
44309 (Apr. 16)		International Road Race	G	8m. 3774	
44310 (May 14)		Leather and Lather	G	8m. 3774	
44311 (June 11)		Desert Anglers	G	8m. 3774	
44312 (July 9)		Hot Rod Galahads	F	8m. 3806	
44313 (Aug. 8)		Water Ski Marathon	G	8m. 3812	
(1954-55) (13)					
54301 (Sept. 3)		Alaskan Trout	F	8m. 3844	
54302 (Oct. 1)		British Empire Games	G	8m. 3857	
54303 (Oct. 29)		Willie Mays			
54304 (Nov. 26)		Canadian Stampede			
54305 (Dec. 24)		Game Warden			
54306 (Jan. 21)		Alley Time			
<b>3-D COLOR SPECIAL</b>					
44401 (Sept. 18)		Motor Rhythm	G	8m. 3623	
44901 (Nov. 13)		Working for Peanuts	G	7m. 3639	
<b>COLOR SPECIAL</b>					
44501 (Sept. 18)		Motor Rhythm	G	8m. 3623	
<b>WALT DISNEY CARTOONS (12)</b>					
(Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
44101 (Oct. 2)		Football (Now and Then)	F	7m. 3639	
44102 (Oct. 23)		Rugged Bear (D)	F	6m. 3616	
44103 (Nov. 13)		Working For Peanuts (2-D) (C)	G	7m. 3639	
44104 (Dec. 4)		How To Sleep (G)	F	7m. 3666	
44105 (Dec. 25)		Canvasback Duck (D)	G	7m. 3666	
44106 (Jan. 15)		Spare The Rod (D)	G	7m. 3683	
44107 (Mar. 5)		Donald's Diary (D)	F	1m. 3758	
44108 (Apr. 7)		The Lone Chipmunks (C)	G	7m. 3766	
44109 (May 21)		Pigs Is Pigs	E	10m. 3774	
44110 (June 18)		Casey Bats Again	G	8m. 3773	
44111 (July 16)		Dragon Around (D)	F	7m. 3773	
44112 (Aug. 13)		Grin And Bear It (D)	G	7m. 3798	
(1954-55) (18)					
54101 (Oct. 15)		Social Lion	G	7m. 3857	
54102 (Nov. 12)		Flying Squirrel (D)			
<b>WALT DISNEY MARQUEE MUSICALS (6)</b>					
(Technicolor)					
44001 (Apr. 23)		Two for the Record (Benny Goodman)	E	8m. 3758	
44002 (May 21)		Johnny Fedora and Alice Blue Bonnet (Andrews Sisters)	E	8m. 3758	
44003 (June 18)		The Martins and the Coys (King's Men)	G	8m. 3774	
44004 (July 16)		Casey at the Bat (Jerry Colonna)	G	9m. 3798	

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44005 (Aug. 13)		Little Toot (Andrews Sisters) .....	G	9m. 3812	
44006 (Sept. 17)		Once Upon a Wintertime (Frances Langford) .....	G	9m. 3811	
MICKEY MOUSE BIRTHDAY CARTOON REISSUES (6)					
(Technicolor)					
44801 (Aug. 14)		Mickey's Birthday Party .....	G	8m. 3615	
44802 (Aug. 21)		The Pointer .....	E	8m. 3615	
44803 (Aug. 28)		Tiger Trouble .....	G	7m. 3616	
44804 (Sept. 4)		The Nifty Nineties .....	E	7m. 3615	
44805 (Sept. 11)		Mr. Mouse Takes A Trip .....	G	8m. 3615	
44806 (Sept. 18)		The Whalers .....	E	8m. 3616	
ADVENTURES IN MUSIC CARTOONS					
(Technicolor)					
44601 (June 12)		Melody (3-D) .....	E	10m. 3542	
44701 (June 12)		Melody (2-D) .....	E	10m. 3542	
Republic					
SERIALS (4)					
5481 (July 19)		Man With the Steel Whip .....	F	12ep. 3811	
5482 (Oct. 11)		Ghost Riders of the West (Reissue) .....	G	12ep. 3848	
One Reel					
THIS WORLD OF OURS (6)					
(Trucolor)					
5385 (Aug. 1)		Ireland .....		9m.	
20th Century-Fox					
CINEMASCOPE SPECIALS					
(Color)					
7401 (Nov. )		The Coronation Parade .....	G	7 1/2m. 3667	
7402 (Jan. )		Dancers of the Deep .....	G	6m. 3683	
7403 (Dec. )		Vesuvius Express .....	G	15m. 3676	
7404 (Dec. )		Finale from Tchaikowsky's Symphony Number Four .....	G	6m. 3673	
7405 (Feb. )		Polovetzian Dances From Prince Igor .....	E	8m. 3683	
7406 (Feb. )		Tournament of Roses .....	E	18m. 3699	
7407 (Mar. )		The New Venezuela .....	E	10m. 3723	
7408 (Mar. )		Haydn's Farewell Symphony .....	E	9m. 3722	
7409 (Aug. )		Jet Carrier .....	G	17m. 3811	
7410 (May )		The First Piano Quartette .....	G	10m. 3758	
7411 (May )		Motion Picture Stunt Pilot .....	G	17m. 3773	
7412 (June )		Stephen Foster Medley .....			
7413 (June )		Valley Of The Nile .....			
7414 (.....)		Miracle of Stereophonic Sound, The .....	G	11m.	
7415 (Apr. )		Roger Wagner Chorale .....	E	8m. 3739	
7416 (Apr. )		New Horizons .....	G	10m. 3731	
7417 (May )		Land of Legend .....	G	9m. 3758	
7418 (July )		Piano Encores .....	G	10m. 3805	
7419 (June )		Calypso Cruise .....	F	9m. 3799	
7420 (Sept. )		Pride of the Nation .....	F	12m. 3849	
7421 (Oct. )		Fabulous Las Vegas .....	G	18m. 3856	
7422 (Nov. )		The CinemaScope Parade .....	G	22m. 3873	
7423 (Oct. )		El Toro .....		9m.	
7426 (Nov. )		Fly To Fish .....		16m.	
7427 (Nov. )		Far East Bastions .....			
(Oct. )		The Empire Games .....	E	13m. 3874	
(Dec. )		Queens Guard .....			
(.....)		Tuna Fishing .....			
(.....)		American Railroads .....			
(.....)		Orient Express .....			
One Reel					
SEE IT HAPPEN (6)					
6401 (Apr. )		Accent on Courage .....	G	9m. 3731	
6402 (July )		Tumult .....	F	9m. 3799	
6403 (Aug. )		Isle Of Destiny .....	F	9m. 3857	
SPORTS (6)					
3401 (Apr. )		Touchdown Trophies .....	G	8m. 3799	
3402 (July )		Dizzy Diving .....	G	8m. 3806	
3403 (Sept. )		Sporty Simians .....	G	8m. 3857	
TERRYTOONS (16)					
(Technicolor)					
5401 (Jan. )		Little Roquefort in Runaway Mouse .....	F	7m. 3639	
5402 (Jan. )		Dinwitt in How to Relax .....	F	7m. 3639	
5404 (Feb. )		Heckle and Jeckle in Blind Date .....	F	7m. 3682	
5405 (Feb. )		Nonsense Newsreel .....	G	7m. 3691	
5407 (Mar. )		Mighty Mouse in the Helpless Hippo .....	F	7m. 3691	
5408 (Mar. )		Terry Bears in Pet Problems .....	F	7m. 3691	
5410 (Apr. )		Little Roquefort in Prescription for Percy .....	F	7m. 3699	
5411 (Apr. )		Heckle and Jeckle in Satisfied Customers .....	F	7m. 3722	
5413 (May )		Tall Tale Teller .....	F	7m. 3731	
5414 (May )		Arctic Rivals .....	F	7m. 3730	
5416 (June )		Terry Bears in a Howling Success .....	F	7m. 3774	
5418 (July )		Pride of the Yard .....	F	7m. 3798	
5420 (Aug. )		Little Raquefort in the Cat's Revenge .....	F	7m. 3857	
5422 (Sept. )		Mighty Mouse in the Reformed Wolf .....	F	7m. 3857	
5424 (Nov. )		Heckle and Jeckle In Blue Plate Symphony .....	F	7m. 3879	



Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>TERRYTOON TOPPER REISSUES (10)</b>					
5403	(Jan. )	The Helicopter	F	7m. 3683	
5406	(Feb. )	Much Ado About Nothing	G	7m. 3683	
5409	(Mar. )	The Frog and the Princess	F	7m. 3682	
5412	(Apr. )	Mighty Mouse in the Wreck of the Hesperus	F	6 1/2m. 3722	
5415	(May )	Gandy Goose in Ghost Town	F	6 1/2m. 3750	
5417	(June )	A Day in June	F	7m. 3788	
5419	(July )	Gandy Goose in Fisherman's Luck	G	7m. 3788	
5421	(Aug. )	Ants in Your Pantry	F	7m. 3788	
5423	(Oct. )	A Wicky Wacky Romance	F	7m. 3788	
5425	(Dec. )	A Torrid Toreador	F	7m. 3788	

## United Artists

### SPORTS SPECIAL

Marciano-Charles Fight...G 21m. 3848

## Universal-International

### Two Reel

#### MUSICAL FEATURETTES (13)

9301	(Nov. 12)	Carnival in April	F	18m. 3691	
9302	(Dec. 24)	David Rose and Orch.	F	15 1/2m. 3682	
9303	(Jan. 22)	Hawaiian Nights	F	17m. 3682	
9304	(Feb. 26)	Jimmy Wakely's Jamboree	G	15 1/2m. 3713	
9305	(Apr. 23)	Rhythm and Rhyme	F	15m. 3730	
9306	(May 28)	The Four Aces Sing	G	15m. 3766	
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Corral Cuties	G	15m. 3773	
9308	(July 26)	Birth of a Band	F	15m. 3798	
9309	(Aug. 16)	College Capers	G	16m. 3805	
9310	(Oct. 11)	Going Strong	G	14m. 3848	
9311	(Oct. 25)	Leave It To Harry			

#### 3-D MUSICAL FEATURETTES (1)

9101	(Nov. 12)	Carnival in April	F	18m. 3691	
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#### SPECIALS (3)

(Color)

9201	(Feb. 14)	Perils of the Forest	G	17m. 3706	
9202	(June 13)	The Hottest 500	G	16m. 3766	

#### One Reel

#### COLOR PARADES (2)

9381	(Feb. 8)	Go South Amigos	G	9m. 3683	
9382	(Mar. 1)	Royal Mid-Ocean Visit	F	10m. 3707	
9383	(Apr. 12)	Rolling in Style	G	9 1/2m. 3767	
9384	(May 10)	Fair Today	F	9 1/2m. 3806	
9385	(June 14)	Talent Scout	G	9m. 3767	
9386	(July 19)	Star Studded Ride	F	9m. 3806	
9387	(Sept. 20)	Bonus Land	F	9m. 3849	
9388	(Oct. 25)	Holiday Ahead			

#### VARIETY VIEWS (8)

9341	(Nov. 16)	Byways To Broadway	G	9m. 3631	
9342	(Jan. 4)	Bow River Valley	G	9m. 3683	
9343	(Feb. 22)	Brooklyn Goes to Chicago	G	9 1/2m. 3683	
9344	(Apr. 12)	Moving Thru Space	G	9m. 3758	
9345	(July 26)	Stallions on Parade	G	9 1/2m. 3806	
9346	(Aug. 30)	Brooklyn Goes to Philadelphia	F	9m. 3849	
9347	(Sept. 27)	Dear Myrtle			
9348	(Oct. 25)	Port Of Merchants			

#### VISTARAMA SPECIAL

(CinemaScope and other aspect ratios)  
(Eastman Color)

(Nov. )	Speed Sub-Zero	G	9 1/2m. 3874	
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#### WALTER LANTZ CARTUNES (13)

(Technicolor)

9321	(Dec. 21)	Chilly Willy	F	6m. 3682	
9322	(Jan. 18)	Socko in Morocco	G	6m. 3691	
9323	(Feb. 15)	A Horse's Tale	G	6m. 3707	
9324	(Mar. 15)	Alley In Bali	F	6m. 3730	
9325	(May 10)	Under the Counter Spy	G	6m. 3767	
9326	(Apr. 12)	Dig That Dog	F	6m. 3730	
9327	(June 7)	Hay Rube	F	6m. 3774	
9328	(July 5)	Hot Rod Hucksters	F	6m. 3798	
9329	(Aug. 2)	Broadway Bow Wows	F	6m. 3805	
9330	(Aug. 30)	Pig in a Pickle	F	6m. 3805	
9331	(Sept. 20)	Real Gone Woody	F	6m. 3849	
9332	(Oct. 11)	Fine Feathered Frenzy	F	6m. 3849	
9333	(Oct. 25)	Convict Concerto	F	6m. 3849	

#### WOODY WOODPECKER REISSUES (6)

(Technicolor)

9351	(Feb. 22)	Smoked Hams	G	6m. 3707	
9353	(Mar. 29)	Coo Coo Birds	G	6m. 3766	
9353	(Apr. 26)	Well Oiled	B	7m. 3774	
9354	(May 30)	Overture to Wm. Tell	F	6m. 3774	
9355	(June 28)	Solid Ivory	G	7m. 3774	
9356	(July 26)	Woody the Giant Killer	F	7m. 3774	

## Warners

### Three Reel

#### SPECIAL

(Oct. )	Black Fury (WarnerColor)	B	32m. 3632	
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### Two Reel

#### VISTARAMA SPECIALS

(WarnerColor)

(.....)	Valley of the Sun	F	17m. 3788	
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#### SPECIALS (12)

(Technicolor)

1001	(Sept. 12)	Gone Fishin'	F	17m. 3603	
1002	(Oct. 10)	Romance Of Louisiana (Reissue)	G	20m. 3622	
1003	(Nov. 7)	North of the Sahara	F	17m. 3646	
1004	(Dec. 5)	Don't Forget to Write	F	17m. 3666	
1005	(Jan. 9)	Winter Paradise	G	17m. 3682	
1006	(Feb. 6)	Hold Your Horses	G	17m. 3706	
1007	(Mar. 6)	Monroe Doctrine (Reissue)	E	22m. 3713	
1008	(Apr. 10)	Continental Holiday	G	20m. 3757	
1009	(May 15)	Declaration of Independence (reissue)	E	18m. 3757	
1010	(July 17)	Silver Lightning	F	16m. 3798	
1011	(June 12)	Frontier Days	G	17m. 3766	
1012	(Aug. 21)	Who's Who in the Zoo	G	17m. 3811	

#### (1954-55) (12)

2001	(Sept. 11)	Gay Parisian	E	20m. 3841	
2002	(Oct. )	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m. 3865	
2003	(Nov. 6)	Mariners Ahoy	G	17m. 3880	
2004	(Dec. 4)	Where Winter Is King			
2005	(Jan. 8)	Bill Of Rights			

#### CLASSICS OF THE SCREEN (6)

1101	(Sept. 26)	Minstrel Days	G	20m. 3602	
1102	(Jan. 23)	They Were Champions	E	20m. 3715	
1103	(Nov. 21)	Spills For Thrills	E	18m. 3656	
1104	(Apr. 3)	This Wonderful World	E	20m. 3758	
1105	(May 29)	California Junior Symphony	G	16m. 3747	
1106	(July 31)	This Was Yesterday	E	20m. 3811	

#### (1954-55) (6)

2101	(Sept. 25)	Wells Fargo Days	F	20m. 3842	
2102	(Nov. 20)	Camera Hunting	G	19m. 3880	
2103	(Jan. 22)	Three Cheers For The Girls			

#### One Reel

#### BLUE RIBBON HIT PARADES (13)

(Reissues)

(Technicolor)

1301	(Sept. 12)	Old Glory	G	7m. 3603	
1302	(Oct. 17)	Walky, Talky, Hawky	G	7m. 3603	
1303	(Nov. 7)	Birth of a Notion	F	7m. 3639	
1304	(Nov. 28)	Eager Beaver	F	7m. 3639	
1305	(Dec. 26)	Scent-imental Over You	G	7m. 3639	
1306	(Feb. 6)	Of Fox And Hounds	E	7m. 3666	
1307	(Feb. 27)	Roughly Squeaking	F	7m. 3666	
1308	(Mar. 27)	Hobo Bobo	E	8m. 3699	
1309	(Apr. 24)	Gay Anties	F	7m. 3722	
1310	(June 5)	The Cat Came Back	G	7m. 3747	
1311	(July 10)	One Meat Brawl	F	7m. 3766	
1312	(July 24)	Along Came Daffy	F	7m. 3783	
1313	(Aug. 14)	Mouse Menace	G	7m. 3788	

#### (1954-55) (13)

2301	(Sept. 11)	Rhapsody In Rivets	E	7m. 3842	
2302	(Oct. 16)	Inki At The Circus	F	7m. 3842	
2303	(Nov. 6)	Foxy Duckling	G	7m. 3880	
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m. 3880	
2305	(Dec. 25)	Trial of Mr. Wolf			

#### BUGS BUNNY SPECIALS (8)

(Technicolor)

1723	(Oct. 3)	Duck, Rabbit, Duck	F	7m. 3615	
1724	(Dec. 12)	Robot Rabbit	F	7m. 3639	
1725	(Jan. 16)	Captain Hareblower	F	7m. 3666	
1726	(Mar. 13)	Bugs and Thugs	G	7m. 3747	
1727	(May 1)	No Parking Here	F	6 1/2m. 3739	
1728	(July 24)	Bewitched Bunny	F	7m. 3812	
1729	(June 19)	Devil May Hare	F	7m. 3798	
1730	(Aug. 28)	Yankee Doodle Bugs	G	7m. 3843	

#### (3-D)

1740	(.....)	Lumber Jack-Rabbit	F	7m. 3622	
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#### (1954-55) (8)

2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m. 3874	
2724	(Dec. 18)	Baby Buggy Bunny			

#### CINEMASCOPE SPECIALS

(WarnerColor)

(.....)	Coney Island Holiday	G	8m. 3739	
(.....)	Below the Rio Grande	G	10m. 3774	

#### COLOR SPECIALS

Aloha Nui (Vistarama)	E	12m. 3624	
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#### JOE McDOAKES COMEDIES (6)

1401	(Oct. 31)	So You Think You Can't Sleep	F	10m. 3639	
1402	(Dec. 19)	So You Want To Be An Heir	F	10m. 3657	
1403	(Jan. 30)	So You're Having Neighbor Trouble	F	11m. 3699	
1404	(Mar. 13)	So You Want To Be Your Own Boss	F	8 1/2m. 3707	
1405	(May 1)	So You Want to Go to a Night Club	F	10m. 3758	
1406	(July 3)	So You Want To Be a Banker	F	10m. 3798	

#### (1954-55) (6)

2401	(Oct. 30)	So You're Taking In A Roomer	F	10m. 3866	
2402	(Dec. 18)	So You Want To Know Your Relatives			
2403	(Jan. 29)	So You Don't Trust Your Wife			

#### MELODY MASTER BANDS REISSUES (6)

1801	(Oct. 3)	Desi Arnaz and Band	F	10m. 3603	
1802	(Nov. 14)	Hal Kemp and Orch.	E	10m. 3639	

1803	(Jan. 2)	Rhythm of the Rhumba	G	9m. 3666	
1804	(Feb. 27)	Songs of the Range	F	9m. 3699	
1805	(Apr. 17)	Jammin' the Blues	E	10m. 3751	
1806	(July 3)	Cavalcade of Dance	E	10m. 3767	

#### (1954-55) (6)

2801	(Sept. 4)	Melody Of Youth	G	10m. 3843	
2802	(Oct. 23)	Skinny Ennis and Orch.	E	10m. 3843	
2803	(Jan. 1)	South American Sway	F	9m. 3880	

#### MERRIE MELODIES (22)

(Technicolor)

1701	(Sept. 5)	A Street Cat Named Sylvester	E	6 1/2m. 3633	
1702	(Sept. 19)	Zippering Along	F	7m. 3623	
1703	(Oct. 17)	Easy Peckin's	F	7m. 3631	
1704	(Oct. 31)	Catty Cornered	G	7m. 3646	
1705	(Nov. 14)	Of Rice And Hen	G	7m. 3646	
1706	(Nov. 28)	Cats A-Weigh	F	7m. 3646	
1707	(Dec. 19)	Punch Trunk	G	7m. 3673	
1708	(Jan. 2)	Dog Pounded	F	7m. 3699	
1709	(Jan. 30)	I Gopher You	G	7m. 3699	
1710	(Feb. 13)	Feline Frame-Up	G	6 1/2m. 3699	
1711	(Feb. 20)	Wild Wife	F	6 1/2m. 3699	
1712	(Feb. 27)	No Barking	F	7m. 3691	
1713	(Mar. 27)	Design for Leaving	G	7m. 3750	
1714	(Mar. 20)	The Cats Bah	G	7m. 3758	
1715	(Apr. 17)	Bell-Hoppy	G	6 1/2m. 3739	
1716	(May 8)	Dr. Jerkyl's Hide	F	7m. 3773	
1717	(May 22)	Claws For Alarm	F	7m. 3773	
1718	(June 5)	Little Boy Boo	G	7m. 3798	
1719	(June 26)	Muzzle Tough	F	7m. 3812	
1720	(July 10)	The Oily American	F	7m. 3812	
1721	(Aug. 7)	Satan's Waitin'	G	7m. 3843	
1722	(Aug. 14)	Stop, Look and Hasten	F	7m. 3843	

#### (1954-55) (22)

2701	(Sept. 4)	Gone Batty	G	7m. 3842	
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# ALPHABETICAL GUIDE To 134 Features Reviewed Since The Sept. 8, Issue

(This Index covers features reviewed thus far during the 1954-55 season in addition to features of the 1953-54 season reviewed after the issue of Sept. 8, 1954.—Ed.)

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AFFAIRS OF MESSALINA, THE—108m.—Columbia 3861  
AFRICA ADVENTURE—64m.—RKO 3846  
AIDA—95m.—IFE 3854  
ANNA CROSS, THE—84m.—Artkino 3872  
ANGELIKA—99m.—Brenner 3847  
ATHENA—96m.—MGM 3869

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BOB MATHIAS STORY, THE—80m.—Allied Artists 3861  
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CANGACEIRO (THE BANDIT)—92m.—Columbia 3838  
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SO THIS IS PARIS—96m.—U-I 3871  
STAR IS BORN, A—182m. and 154m.—Warners 3847  
STARS OF THE RUSSIAN BALLET—75m.—Artkino 3840  
STEEL CAGE, THE—80m.—UA 3864  
SUDDENLY—77m.—UA 3829  
SUSAN SLEPT HERE—97m.—RKO 3827

## T

TARZAN ESCAPES—89m.—MGM 3862  
TARZAN THE APE MAN—102m.—MGM 3862  
TERROR SHIP—72m.—Lippert 3838  
THEODORA, SLAVE EMPRESS—88m.—I.F.E. 3877  
THEY RODE WEST—84m.—Columbia 3853  
THIS IS MY LOVE—91m.—RKO 3846  
THREE HOURS TO KILL—77m.—Columbia 3838  
THREE RING CIRCUS—104m.—Paramount 3862  
THUNDER PASS—76m.—Lippert 3824  
TOBOR THE GREAT—77m.—Republic 3827  
TRACK OF THE CAT—102m.—Warners 3872  
TROUBLE IN THE GLEN—91m.—Republic 3878  
TWIST OF FATE—89m.—UA 3864

## U

UGETSU—96m.—Harrison-Davidson 3848  
UNHOLY FOUR, THE—80m.—Lippert 3854

## W

WELCOME THE QUEEN—50m.—BIS 3841  
WHITE CHRISTMAS—120m.—Paramount 3826  
WINDOW, THE—73m.—RKO 3827  
WOMAN'S FACE, A—106m.—MGM 3846  
WOMAN'S WORLD—94m.—20th-Fox 3846

## Y

YELLOW MOUNTAIN, THE—78m.—U-I 3878  
YOU KNOW WHAT SAILORS ARE—89m.—UA 3871

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)



ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
<b>NOVEMBER</b> Target Earth R. Denning, V. Grey, K. Crawley  Cry Vengeance M. Stevens, M. Hyer	<b>NOVEMBER</b> The Black Knight A. Ladd, P. Medina (Technicolor) (Made in England)  Fire Over Africa M. O'Hara, M. Carey (Technicolor)  Cannibal Attack J. Weissmuller, J. Walsh, D. Bruce  The Affairs of Messalina M. Felix, G. Marchal (Italian-made)	<b>NOVEMBER</b> The Siege (Italian-made)    The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor)  Tarzan The Ape Man Tarzan Escapes (Reissues)	<b>NOVEMBER</b> Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Print by Technicolor)  The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor)  Tarzan The Ape Man Tarzan Escapes (Reissues)	<b>NOVEMBER</b> White Christmas B. Crosby, D. Kaye, R. Clooney (Technicolor) (VistaVision)	<b>NOVEMBER</b> Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope)  This Is My Love L. Dornell, D. Duryea, F. Domergue (Pathé color)	<b>NOVEMBER</b> The Shanghai Story R. Roman, E. O'Brien  The She-Wolf Kerima (Italian-made) (Dubbed in English)	<b>NOVEMBER</b> Black Widow G. Rogers, V. Heffin, G. Tierney (Color by DeLuxe) (CinemaScope)  Desiree M. Branda, J. Simmons, M. Oberon (Color by DeLuxe) (CinemaScope)  The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color)  Black 13 P. Reynolds, R. Anderson (English-made)	<b>NOVEMBER</b> The White Orchid W. Lundigan, P. Castle (Color) (LeBorg) Twist Of Fate G. Rogers, (Made in France) (Setton-Sloan) Shield Far Murder E. O'Brien M. English (Schenck-Koch) You Know What Sailors Are A. Tamiroff, D. Sinden (Technicolor) (English-made) (Rank) Snow Creature P. Langton, L. Denison (Wilder)	<b>NOVEMBER</b> Four Guns Ta The Border R. Calhoun, C. Miller, G. Nader (Technicolor)  Ricochet Romance M. Main, C. Willis  Bengal Brigade R. Hudson, A. Dohl (Technicolor)	<b>NOVEMBER</b> Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope)  Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (Cinema Scope)
<b>DECEMBER</b> Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)  Part Of Hell D. Clark, C. Matthews, W. Marris	<b>DECEMBER</b> Phfff J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	<b>DECEMBER</b> A Race For Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Chaney, M. Roth (AnascoColor) (Made in El Salvador)	<b>DECEMBER</b> Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)  Battleground The Asphalt Jungle (Re-issues)	<b>DECEMBER</b> Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	<b>DECEMBER</b> Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)  Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)	<b>DECEMBER</b> Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss	<b>DECEMBER</b> There's Na Business Like Shaw Business E. Mermen, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine  The Other Woman H. Haas, C. Maare	<b>DECEMBER</b> Vera Cruz G. Cooper, B. Loncaster, D. Darcel (Technicolor) (SuperScope) (Hecht-Loncaster)  Romeo and Juliet L. Harvey, S. Shentall (Technicolor) (Rank)  The Steel Cage P. Kelly, M. O'Sullivan (Swarttz-Doniger)	<b>DECEMBER</b> Sign Of The Pagan J. Chondler, J. Polance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)  The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	<b>DECEMBER</b> The Big Sleep Saratoga Trunk (Reissues)
<b>JANUARY</b> The Big Comba C. Wilde, R. Conte, J. Wallace  Bowery To Bagdad Bowery Boys	<b>JANUARY</b>	<b>JANUARY</b> They Were So Yonug S. Brady, R. Burr, J. Motz (Made in Germany)  The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney	<b>JANUARY</b> Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)  Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	<b>JANUARY</b> The Bridges At Toka-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	<b>JANUARY</b> The Americano G. Ford, C. Romero, U. Theiss (Technicolor)  Tarzan's Hidden Jungle G. Scott, V. Miles	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b> So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)  Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)  West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	<b>JANUARY</b> The Silver Chalice V. Mayo, P. Newmon, J. Polance, P. Angeli (WarnerColor) (CinemaScope)  The Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)	

OBSERVATIONS

Dec. 25—Christmas Day  
Jan. 1—New Year's Day

MOON PHASES

DECEMBER ..... 3  
JANUARY ..... 1-31

Quarter



2 Full



3 Last



4 New



FILMAKERS

Dec.—Crashout—W. Bendix, A. Kennedy, B. Michaels

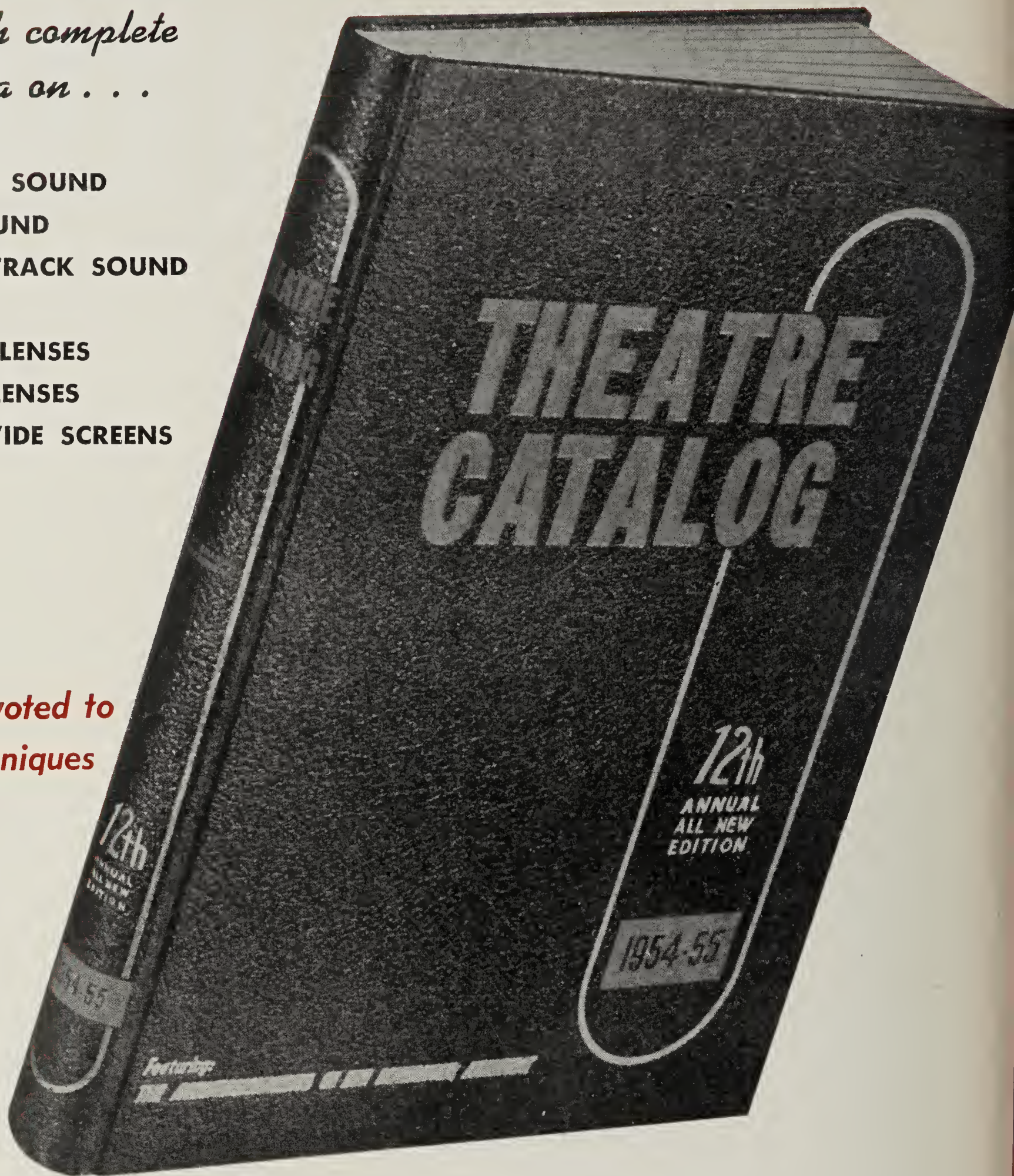


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**MOTION PICTURE**

# EXHIBITOR

**DECEMBER 8, 1954** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **MGM Announces Exhibitor Salute**

(page 7)

## **Rhoden Outlines NT Future Plans**

(page 14)

AND FEATURING: **PHYSICAL THEATRE**

John H. Harris, president, Harris Theatres, Pittsburgh, and producer of the Ice Capades, was recently appointed as national chairman, amusements division, for the National Conference of Christians and Jews drive in observance of Brotherhood Week for 1955.







# CHEERFUL EARFUL!

*GOOD NEWS  
FROM M-G-M!*

## M-G-M's STAR-HIT LINE-UP!

The tentative line-up of Big M-G-M attractions below is just a sample of what's to come. They've been screened in various stages of completion and are assured hits! Following right after "THE LAST TIME I SAW PARIS" and the great Christmas-New Years musical "DEEP IN MY HEART," showmen may happily depend on a consistent flow of top product from M-G-M. THRIVE IN '55!

**JANUARY**

### "BAD DAY AT BLACK ROCK"

*(CinemaScope—Color)*

A stranger comes to a guilt-ridden town and the suspense is terrific!

M-G-M presents in CinemaScope • Spencer Tracy • Robert Ryan in "BAD DAY AT BLACK ROCK" • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins Screen Play by Millard Kaufman • Adaptation by Don McGuire • Based on a Story by Howard Breslin • Photographed in Eastman Color • Directed by John Sturges • Produced by Dore Schary

**JANUARY**

### "GREEN FIRE"

*(CinemaScope—Color)*

A flaming beauty . . . fabulous gems . . . high adventure filmed in South American jungles!

M-G-M presents in CinemaScope • Stewart Granger • Grace Kelly • Paul Douglas in "GREEN FIRE" • co-starring John Ericson • with Murvyn Vye • Written for the Screen by Ivan Goff and Ben Roberts • Photographed in Eastman Color • Directed by Andrew Marton • Produced by Armand Deutsch

★

**FEBRUARY**

### "MANY RIVERS TO CROSS"

*(CinemaScope—Color)*

A fighting frontiersman . . . but a red-headed beauty made him surrender! Loaded with danger and delight!

M-G-M presents in CinemaScope "MANY RIVERS TO CROSS" starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness • Screen Play by Harry Brown and Guy Trosper Based on a Story by Steve Frazee • Photographed in Eastman Color • Directed by Roy Rowland • Produced by Jack Cummings



# ARRIVE IN '55!

**FEBRUARY**

## **"JUPITER'S DARLING"**

**(CinemaScope—Color)**

Biggest of all M-G-M musicals . . . about the beauty and the barbarian! Song hits! Spectacular glory! Cast of thousands!

M-G-M presents in CinemaScope "JUPITER'S DARLING" starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest • Screen Play by Dorothy Kingsley • Based on the Play "Road to Rome" by Robert E. Sherwood • Songs: Burton Lane and Harold Adamson • Photographed in Eastman Color • Directed by George Sidney • Produced by George Wells

★  
**MARCH**

## **"HIT THE DECK"**

**(CinemaScope—Color)**

Three sailors on the loose in 'Frisco . . . it's hilarious song-dance-and-love entertainment!

M-G-M presents in CinemaScope "HIT THE DECK" starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell • Written by Sonya Levien and William Ludwig • Based On the Musical Play "Hit the Deck" by Herbert Fields • Presented On the Stage by Vincent Youmans • From "Shore Leave" by Hubert Osborne • Music by Vincent Youmans • Lyrics by Leo Robin, Clifford Grey and Irving Caesar • Choreography by Hermes Pan • Photographed in Eastman Color • Directed by Roy Rowland • Produced by Joe Pasternak

**MARCH**

## **"INTERRUPTED MELODY"**

**(CinemaScope—Color)**

The singing and sock of another "Great Caruso". Beautiful singer overcomes Fate, finds love and joy!

M-G-M presents in CinemaScope "INTERRUPTED MELODY" starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway • Screen Play by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings

★

**APRIL**

## **"THE GLASS SLIPPER" (Color)**

The same star, producer, director and writer of enchanting "Lili" in a brilliant new triumph!

M-G-M presents "THE GLASS SLIPPER" starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones • Written for the Screen by Helen Deutsch • Ballets by Roland Petit • Featuring Ballet de Paris • Photographed in Eastman Color • Directed by Charles Walters • Produced by Edwin H. Knopf

★

**APRIL**

## **"BEDEVILLED"**


**(CinemaScope—Color)**

A girl sacrifices everything for love . . . in an intrigue-packed adventure filmed entirely in exciting Paris!

M-G-M presents "BEDEVILLED" in CinemaScope • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen • Based on an Original Story and Screen Play by Jo Eisinger • Photographed in Eastman Color • Directed by Mitchell Leisen • Produced by Henry Berman

**1955 — THE YEAR OF M-G-M'S "THE PRODIGAL"**



The poster features a large white silhouette of a woman's head and shoulders in the upper left. To its right is a red silhouette of a woman in a dress with hands on hips. In the lower left is another red silhouette of a woman in a dress. On the right side is a photograph of Dorothy Dandridge in a black and white dress, also with hands on hips. The background is black with white and grey geometric shapes.

# SHAPING UP WITH THE YEAR'S BIGGEST GROSSERS!

OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

## CARMEN JONES

from 20th Century-Fox

### CINEMASCOPE

starring

HARRY BELAFONTE · DOROTHY DANDRIDGE  
PEARL BAILEY · OLGA JAMES · JOE ADAMS


Produced and Directed by  
OTTO PREMINGER

Book and Lyrics by  
OSCAR HAMMERSTEIN, 2nd

Screen Play by HARRY KLEINER

color by DELUXE

"it's a pleasure to do  
business with 20th!"







## IT'S EITHER THE SMOG OR STUPIDITY

WE LIKE THE ATTENTION that Harrison's Reports gave to the ridiculous views on exhibition as carried in Billy Wilkerson's Hollywood Reporter of Nov. 19.

Because the latter is published for studio rather than theatre readers, and we doubt whether many theatremen this side of the Sierra strip ever see it, we reprint excerpts for the amusement of our theatre subscribers. They certainly should be aware of the kind of pap being fed to the production fraternity.

About percentage selling Billy states that the distributor has to:

*"suffer a deduction of the expenses of running the theatre, with the exhibitor heaping every conceivable charge he can find to pile onto this house expense." And that, "in too many cases the film outfit has to guarantee the theatre a certain amount of profit, with varying forms of splits that to us, in the overall, gave the distributor and producer the bad end of the deal."*

Billy then scolds distributors for allowing themselves *"to be shoved into a defensive position in all the trading,"* and advocates *"a big revamp"* in distributor-exhibitor relations. And then comes the gem of erudite thinking:

*"The distributor and his producer MUST get off the defensive in distributor-exhibitor relations because their gamble is becoming too great, production costs have zoomed to unbelievable heights, and the theatremen MUST be forced to shoulder more of the burden, much more than he has. He's not only got to give more equitable terms on the play of top product, but he must be compelled to go out and get more business on these shows . . ."*

Now, we've heard about the Smog being pretty bad on the West Coast and that doctors have forecast some pretty bad physical effects, but it now looks to us as though one of the symptoms may be a deterioration of executive minds.

Billy Wilkerson has been around a long while, and from everything we have heard he certainly knows the facts of life. He doesn't need theatre owner group resolutions or trade paper editorials to know that over 6,000 theatres in this country have closed since 1946. The Department of Commerce has already stated the total as 6,200. He also must know that under "the bad end of

the deal," and with distributors in the "defensive position in all trading," top product is only sold on percentage with overhead audited by distributors. That under such audits, theatremen are often told their salaries are too high, that they are paying too much rent under their recorded lease, and that their book overhead accepted by Uncle Sam's tax boys is not acceptable to the distributors. That none except the large, high admissioned, first-run investments in bricks and mortar can live on 50 per cent of the gross, yet broadcast across all sizes and all runs are terms such as 50, 60, 70-30-10 per cent, etc. That scarcity of product, rather than quality or big box-office gross, is forcing theatremen to overpay. And he can look at the stock market and the earnings reports and see that every producer, while making less features, is living in a state of prosperity transcending all previous eras.

Even surrounded by the swimming pools, sport cars, night clubs, glamour girls, and incorporated personalities that typify Hollywood, Billy Wilkerson must know that the theatre side of this industry is in trouble.

So it can't be stupidity. It must be the Smog!

## A "SEX PICTURE" CO-OP

WHILE WE DOUBT whether the Department of Justice will pay any attention, we hear that a new cooperative pooling of so-called "sex pictures" is under way.

Under the terms of an agreement reached between four of these fringe operators, the costs of legal fees for contesting state censorship edicts and local police actions affecting any one picture will be split four ways, and the profits will likewise be divided. When a suit is won, instead of dumping the whole unsavory pot into the particular area, to compete with one another and satiate the limited public "taste" for such fare, there will be an orderly playoff over a period of months or years, with all partners divvying up the profits regardless of which pictures make them.

So, in the removal of competition, everyone profits, which seems to be the only objective.

A sidelight worthy of a grin is the position of a law office that recently "opened" a censored state on a contingent fee based on the future gross film rental realized. There now must be either a cash settlement or a fifth partner in that state.

*Jay Emanuel*



# CAN NEWS

(Trade Headlines Of The Issue)

## Distribution

TOA President E. D. Martin assails the Disney insistence on stereophonic sound for first-runs of "20,000 Leagues Under The Sea" and Disney answers (pages 6 and 7).

MGM announces plans for a 1955 salute to exhibition in an effort to make the public movie-conscious (page 7).

Paramount prepares for meeting of divisional sales managers (page 7).

## Exhibition

President Elmer C. Rhoden outlines a four-point plan for the development of National Theatres at the Los Angeles convention (page 14).

## Financial

20th-Fox's net earnings soar considerably above last year (page 10).

## International

Canada's Motion Picture Industry Council meets, discusses setting up a Motion Picture Institute, and elects officers; Arthur Mayer addresses Canadian theatremen; and Canadian pioneers are honored (page 12).

## Legal

Famed attorney Joseph Welch battles the Massachusetts censors on behalf of RKO, and censorship in Ohio is declared unlawful (page 10).

Jury visits theatres involved in Lawrence, Mass., anti-trust suit, and another Lawrence house sues for \$10,000,000 (page 14).

## Legislative

Zenith asks FCC for an immediate ruling on subscription television, and exhibitor committee girds for battle against it (page 10).

## Mel Konecoff

Darryl F. Zanuck, 20th-Fox production head, reports on his recent trip to Europe; RKO Pathe unveils a new process utilizing TV for film making; Michael Myerberg, "Hansel And Gretel" producer, reveals future plans; and other miscellany come in for attention (pages 6 and 16).

## Organizations

Pat McGee, TOA vice-president, repeats his plea for a TOA-Allied merger before the Theatre Owners of Oklahoma (page 6).

Independent Motion Picture Distributors Association decides to award a prize for the best foreign film in honor of the late Joseph Burstyn (page 10).

## Production

Darryl F. Zanuck reports on 20th-Fox's production plans for 1955 (page 7).

## Technical

Arthur Loew reports on his return from Europe that 1,500 Perspecta Sound installations have been made (page 17).



Ray Milland recently signed with Republic to star in and direct "The Gunman." Watching are Herbert Yates, right, Republic president, and Jack E. Baker, vice-president in charge of operations. This is Milland's first opportunity to direct. "The Gunman" will shoot next March.

# NEW YORK By Mel Konecoff

PRODUCER ABROAD: Darryl F. Zanuck, production head at 20th-Fox, last week returned from a brief trip to England where he discussed forthcoming product and the effect of CinemaScope on the theatregoing public, exhibitors, and producers.



KONECOFF

Public: He found it eager for a look at the new look in films which meant very favorable boxoffice returns which resulted in business increases of between 50 and 80 per cent, with "The Robe" not being taken into consideration. He termed the increases "amazing." He found that once the public became accustomed to CinemaScope, they were reluctant to go back to viewing old style films, and he said letters have been pouring in by the thousands commending the change.

Exhibitors: Theatres are being equipped at the rate of 40 per month using British-made equipment, with stereophonic sound being requested by 75 per cent of the exhibitors as compared to the 50-50 split here or the 100 per cent demand for it in the Orient. Despite the increase in business, because of house limitations and the fact that only eight features were released this year as compared to 24 last year, company revenue is behind to the tune of two-and-a-half millions. Come next March, however, it is expected that income will be at an all-time high for the company.

Fox is not selling to the Rank Theatres but instead has made its features available to independent exhibitors in Britain. The result is that a third major "circuit" has come into existence that has been termed the "Fox circuit" or "CinemaScope circuit" although there is no connection between theatres. He vowed that

(Continued on page 16)

# Latest Bulletins

(Developments At Press Time)

## McGee Addresses

### Oklahoma Conclave

OKLAHOMA CITY—Pat McGee, TOA vice-president, and general manager, Cooper Foundation theatres, Denver, speaking earlier this week before the Theatre Owners of Oklahoma convention, repeated his plea for the union of Allied and TOA. "The people at the top of both Allied and TOA should make more strenuous efforts to get together, and I don't care what they name the organization or who the officers may be," McGee said.

McGee also offered a solution to distributors who claimed that they could not afford to send salesmen to call on the small exhibitor. This solution, which McGee attributed to Colonel H. A. Cole, co-chairman, COMPO tax committee, is the formation in each distribution center of a cooperative buying and booking office, which would have as its accounts only those small situations which are too costly to sell and need low flat rentals. "The head," said McGee, "should be a man acceptable to distribution, should be paid a salary commensurate with his duties, but have no participation in the proceeds of the theatres he buys for and no share in the savings on film rentals."

Although McGee continued to favor the setting up of a formal arbitration and conciliation machinery, he suggested that "each distribution center should set up within the exhibitor organizations a committee to listen to abuses and grievances, and attempt to conciliate them right now."

Commenting on the attendance report released recently by COMPO, which showed that nationally attendance and boxoffice figures have increased, McGee stated that "90 per cent of the theatres in America are selling fewer tickets, and that a few big pictures in a few big theatres are making the difference."

## Disney Answers TOA

NEW YORK—Roy Disney last week in a reply to E. D. Martin, TOA head, who had assailed Walt Disney's Buena Vista Distributing Company over the sound policy for "20,000 Leagues Under The Sea," stated that "it was physically impossible to have optical prints . . . simultaneous at the beginning with stereophonic." Even if this were not so, Disney asserted, "I believe it only good business and common sense to present our picture first in stereophonic sound which is an integral part of the story with dramatic values just as much as any other factor so that on its first presentation in de luxe houses it should be presented with stereophonic sound if at all."

Disney added that he was cognizant of the problems of the little theatremen "and most sympathetic," but repeated that first-runs of the film throughout the country will be in "the best way that it could be presented and for which it was produced."



# MGM Announces '55 Salute To Exhibitors

## Moderate Business Reported On B'way

NEW YORK—Fair to good business was indicated in the Broadway first runs last weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"TRACK OF THE CAT" (Warners). Paramount expected the opening week to hit \$31,000.

"DESIREE" (20th-Fox). Roxy reported \$30,213 for Thursday through Sunday, with the third week bound to top \$44,000.

"WHITE CHRISTMAS" (Paramount). Radio City Music Hall, with a stage show, claimed \$85,000 for Thursday through Sunday, with the eighth, and last, week sure to reach \$125,000.

"SABRINA" (Paramount). Criterion dropped to \$11,000 on the 11th week.

"CARMEN JONES" (20th-Fox). Rivoli expected the sixth week to tally \$30,000.

"THE ASPHALT JUNGLE" (MGM); "BATTLEGROUNDS" (MGM). Globe was sure of \$14,500 with these two reissues.

"SITTING BULL" (UA). Mayfair expected the second week to reach \$22,000.

"ON THE WATERFRONT" (Columbia). Astor was sure of \$16,000 on the 19th week.

"A STAR IS BORN" (Warners). Victoria claimed \$31,000 for the eighth week.

"THE LAST TIME I SAW PARIS" (MGM). Capitol was heading toward a \$36,000 third week.

"PHFFT" (Columbia). Loew's State reported \$16,000 for the fourth week.

## Zanuck Reports On 20th-Fox

NEW YORK—Darryl F. Zanuck, vice-president in charge of production, 20th-Fox, last week upon his return from a trip to England reported at a press conference that the company will make as many features next year as can be turned out effectively. He refused to be pinned down to any specific number, insisting that there will be no mass production of product, shortage or no.

The number will depend on stories, casting, and subject matter, and he expressed a desire to make not less than 20 top films during the year which, when coupled with outside acquisitions, could bring the company total to between 24 and 30 features for the calendar year.

Zanuck reported that pictures are no longer being made just to keep the overhead down, and he offered to prove to exhibitors that since the advent of CinemaScope, they have had longer and more profitable runs. In fact, except for the very small situations, their playing time has been doubled on individual films.

Zanuck said that they are working on all phases toward easing the print situation which has been plaguing all companies, and he reported working with Eastman Kodak on the possibility of making a near-perfect duplicate negative from the original so that the quality would be practically the same as the original, and then more prints could be struck off at twice the rate.

## Martin Assails Disney Sound Policy For "Leagues"

NEW YORK—A telegram sent last week by E. D. Martin, TOA president, to Walt Disney, Walt Disney Productions, and Roy Disney, Buena Vista Distributing Company, expressed concern over the announced release policy for "20,000 Leagues Under The Sea."

Martin said that the policy of limiting release in the first 90 days to magnetic stereophonic prints only "will create a new and objectionable system of clearance creating further exhibitor hardships." The telegram pointed out that thousands of theatres that do not have magnetic sound equipment for financial or other reasons will be deprived of the film and stressed that these are the theatres hurt the most from low profits and the product shortage.

Martin continued, "Your isolated policy will reopen the wound recently healed after the battle of magnetic stereophonic sound for CinemaScope productions. We urge you to reconsider and to release this so vitally needed film so that it is made available to all theatres in their normal release pattern."

## Paramount Division Heads Meet

NEW YORK—A special meeting of Paramount's divisional sales managers was called by A. W. Schwalberg, president, Paramount Film Distributing Corporation, to start early this week at the company's Hollywood studio.

Purpose of the meeting was to lay the groundwork for the marketing of "the unprecedentedly strong Paramount product lineup for 1955." The executives in attendance, including officials from the home office, were to view several of the 1955 releases that have been completed and "rushes" on films currently in production and scheduled for release next year.

Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, was to address the division managers and outline merchandising of the product to be released in 1955.

## I N D E X

VOLUME 53, NUMBER 6 DECEMBER 8, 1954

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## Celebration Intended To Spur Ticket Sales, Create Public Appreciation for The Place Of Theatres In Communities

NEW YORK—Charles Reagan, MGM vice-president in charge of domestic sales, outlined plans for a nationwide campaign saluting exhibitors, to be called "MGM's 1955 Motion Picture Theatre Celebration," at a trade press luncheon held yesterday (Dec. 7) at the Hotel Astor. He also called attention to the success of the company's Ticket Selling Workshop program, which has been drawing increasingly large numbers of exhibitors, and estimated that 25 to 30 such sessions would be conducted throughout the country in 1951.

Reagan was highly optimistic concerning the industry's position in 1955, calling attention to top product on the way from MGM and other companies, and stressing the importance of improved selling techniques. The "Celebration" is designed with this in mind, Reagan asserted, and will be backed by the slogan, "There's More Fun At The Movies."

Exhibitors will be encouraged to utilize the opportunity afforded by the campaign "to make every effort, in any direction which occurs to each of them to accent his theatre's place in the community," creating "a nationwide wave of appreciation on the part of the public."

Reagan stressed that the salute is intended for the local community and theatre, "not the glorification of Hollywood." He estimated that 15,000 theatres will participate in the "Forward in '55" campaign, set to run through April with the hope that the momentum gained will carry through the year. He praised theatre men for backing recent improvements through investments in new equipment and said the campaign was set to encourage the "necessary advertising and promotion required to properly sell every attraction."

Howard Dietz and Dan Terrell are consulting in Hollywood with Dore Schary and Howard Strickling, Reagan revealed, on production of a film to publicize the salute; Si Seadler is preparing an advertising program; and Emery Austin and his staff will spearhead the effort in the field.

Reagan hailed the success of the Workshop program, conceived by Mike Simons as an answer to the need for "constructive, purposeful meetings to give theatre men practical ideas they might take home and turn into extra boxoffice revenue."

## Suit Against Pimstein Dismissed

NEW YORK—The suit of RKO Pictures and RKO Radio against Harry Pimstein, has been dismissed in Federal Court. Suit had charged that Pimstein, while an employe of RKO, had disclosed confidential information in connection with the purchase of Howard R. Hughes' stock in the firm by Albert List, RKO Theatres board chairman. Pimstein has a suit pending against List for services rendered in connection with the stock purchase.



# THE BIG PLUS IS

adding powerful boxoffice pull

# White Christmas

## WHICH WILL PLAY THAN ANY ATTRACT

NEW YORK TIMES TELLS THE PUBLIC: "Richest bonanza. On the basis of returns from other films the company has released... 'White Christmas' should yield a record at Paramount."

VARIETY TELLS THE TRADE: "'White Christmas' threatens to top industry's all-time grosses."

Hollywood Reporter Adds: "'White Christmas' will break thru the money-barrier."



# VISTAVISION

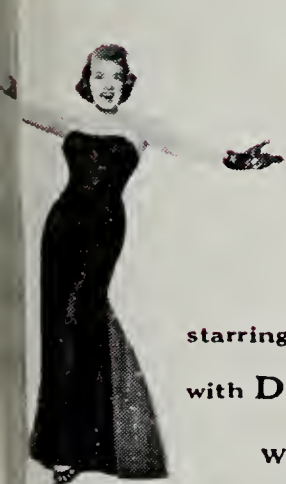
MOTION PICTURE

HIGH-FIDELITY

all the other selling elements of

# Christmas

TO MORE PEOPLE  
IN RECENT YEARS



Irving Berlin's  
**WHITE CHRISTMAS**

in VISTAVISION

Motion Picture High-Fidelity

starring **Bing Crosby · Danny Kaye · Rosemary Clooney · Vera-Ellen**

with **Dean Jagger** · Lyrics and Music by **Irving Berlin** · Produced by **Robert Emmett Dolan** · Directed by **Michael Curtiz**

Dances and Musical Numbers Staged by **Robert Alton**

Written for the screen by **Norman Krasna, Norman Panama and Melvin Frank** · A Paramount Picture

COLOR BY TECHNICOLOR



**RIGHT NOW HUNDREDS OF ENGAGEMENTS ARE VERIFYING THESE NEWS STORIES  
AND IN THE WEEKS AHEAD THOUSANDS OF DATES WILL CONFIRM THEM!**



## Welch Battles Censors In Mass. Court Test

BOSTON—An assault on the censorship laws in this city and in the state was made in Federal Court last week by counsel for RKO, distributors of the film, "The French Line," which has been banned by the Mayor of Boston, the Mayor of Lynn, and for Sunday showings throughout the Commonwealth by the Commissioner of Public Safety.

Joseph N. Welch, attorney for RKO, argued before a three-judge court comprising Chief Judge Calvert Magruder and Federal Judges William McCarthy and Charles Wyzanski that a preliminary injunction should be enforced restraining Massachusetts officials from refusing to grant licenses to show the film without the deletions asked.

"Massachusetts has motion picture censorship in its most exquisite and painful form," said Welch. "I have never seen 'French Line' but I am interested in whether or not I have the right to see it. It has been shown all over the United States and I am not aware of any injurious impact on our civilization. . . . It seems that in this state only a whisper by an official in command is necessary to ban a film."

Welch contended that the Massachusetts statute under which officials ban films is unconstitutional. He told the court he is not asking for damages but would be content with a temporary injunction. He is attempting to have the suit heard in the federal court, asserting that the plaintiff has lost several hundred thousands of dollars by the banning of the film in Boston and Lynn and on Sundays throughout the Commonwealth.

Attorneys for the defendants urged the court to dismiss the suit on the grounds that the remedy should be in the state court and not in the federal court.

### Ohio Censorship Unlawful

COLUMBUS, O.—The State Supreme Court last week declared the 41-year-old Ohio film censorship law "unreasonable and unlawful." By a one-vote margin, the Court failed to rule the state law unconstitutional, six votes being required on constitutional questions.

The decision came on appeals by RKO to void censor cuts on "The French Line" and "Son Of Sinbad," and by Capitol Enterprises, Washington, on Hallmark's "Mom And Dad."

Attorney General William O'Neill is expected to rule at once on whether censorship functions should end immediately.

R. M. Eyman, chief, Ohio Censor Board, said, "We will have to seek new legislation which will be constitutional and which will give us the right to make certain cuts and rejections in films."

### Republic And Wilcox Part

LONDON—Herbert Wilcox and Republic have ended their co-production and distribution deal, it was announced last week. In the eastern hemisphere, Wilcox's Imperadio pictures will be distributed by British Lion, and in the western hemisphere by United Artists. Republic will release one final Wilcox picture, "Trouble In The Glen."

## 20th-Fox Net Earnings Soar In 39-Week Report

NEW YORK—Twentieth Century-Fox Film Corporation and wholly-owned subsidiaries last week reported consolidated net earnings of \$5,732,063 for the 39 weeks ended on Sept. 25, 1954. This amounted to \$2.17 per share on the 2,644,486 shares of common stock outstanding.

Comparable operations for the 39 weeks of 1953 showed net earnings of \$1,143,037 which amounted to \$.52 on the 2,769,486 shares of common stock then outstanding.

The net earnings for the third quarter amounted to \$2,635,518 as compared with net earnings of \$1,274,728 for the third quarter of 1953. The net earnings for the second quarter of 1954 were \$1,048,515.

Amortization of film costs has been taken on the same basis as in 1953.

## Zenith Asks Quick Toll TV Approval

WASHINGTON—The subscription television controversy entered a new phase last week as the Zenith Radio Corporation requested the Federal Communications Commission to authorize immediate commercial operation of the medium by properly equipped TV stations.

The petition asserted that the public interest would best be served if prolonged hearings were eliminated. It was pointed out that toll-TV "would make possible a new and better kind of programming that will not duplicate or interfere with present commercial programs."

Zenith also said that rising production costs and insufficient advertising revenue have forced many stations off the air, a situation that could be corrected should toll-TV be approved to provide an extra revenue source. The petition also requested that approval for subscription operation be granted to VHF stations instead of being restricted to UHF outlets as previously suggested.

Trueman T. Rembusch, co-chairman, exhibitors committee against toll-TV, stated that the petition was simply a tactical move on Zenith's part and expressed confidence that the FCC would not dispense with the hearing of the other side to the question. He also said that the many intricate problems involved in toll-TV operation point to a long passage of time before the problem can be resolved. Among the ticklish questions that must be answered are whether toll-TV will constitute unfair competition to theatres, forcing them out of business, and whether the possibility exists that approval of the medium might result in a monopoly of communication facilities.

The committee is moving to call upon motion picture producers to stand up and be counted on the issue. The committee chairmen, Alfred Starr, and Rembusch, want to know whether film producers favoring subscription television seek to by-pass the theatres in bringing their films to the public. The committee is also interested in finding out how the producers will testify when hearings on toll-TV are held.

## IMPDA To Award Foreign Film Prize

NEW YORK—At a meeting of the Independent Motion Picture Distributors Association of America last week, it was agreed to make a presentation of the annual Joseph Burstyn Award for the best foreign-language film released in the United States during the past year on or before Dec. 31. A special committee, consisting of Arthur L. Mayer, Max A. Goldberg, Martin J. Lewis, George Roth, and Thomas J. Brandon, was appointed to select the winning picture.

It was also voted to broaden the organization's membership basis by admitting to membership exhibitors who are also importers and distributors of foreign films.

It was agreed to postpone further legal proceedings against IFE in connection with its purported restriction of competition in the field of Italian films or the rumored proposals that it is seeking to obtain a similar preferred position in the French field until after the Federal Trade Commission renders its report.

A resolution was unanimously passed, stating, "On this, the first anniversary of the death of our beloved former president, Joseph Burstyn, we, the members of the Independent Motion Picture Distributors Association of America, rededicate ourselves to the ideals and principles to which his life was devoted. We shall continue his gallant fight to liberate the screen from the dead hand of censorship and the black hand of bigots and pressure groups. We shall use every means in our power to protect the small group of pioneers who have, over the years, labored to broaden the public appreciation of unusual and experimental films and whose continued existence is now grievously threatened by subsidy-finance monopoly and competition-destroying covenants. We shall continue to explore the markets of all freedom-loving nations in order to make available to the American people foreign films which will enrich our own domestic picture production and which will broaden the mutual understanding and good-will upon which the peace of the world is dependent."

### Schine Sale Allowed

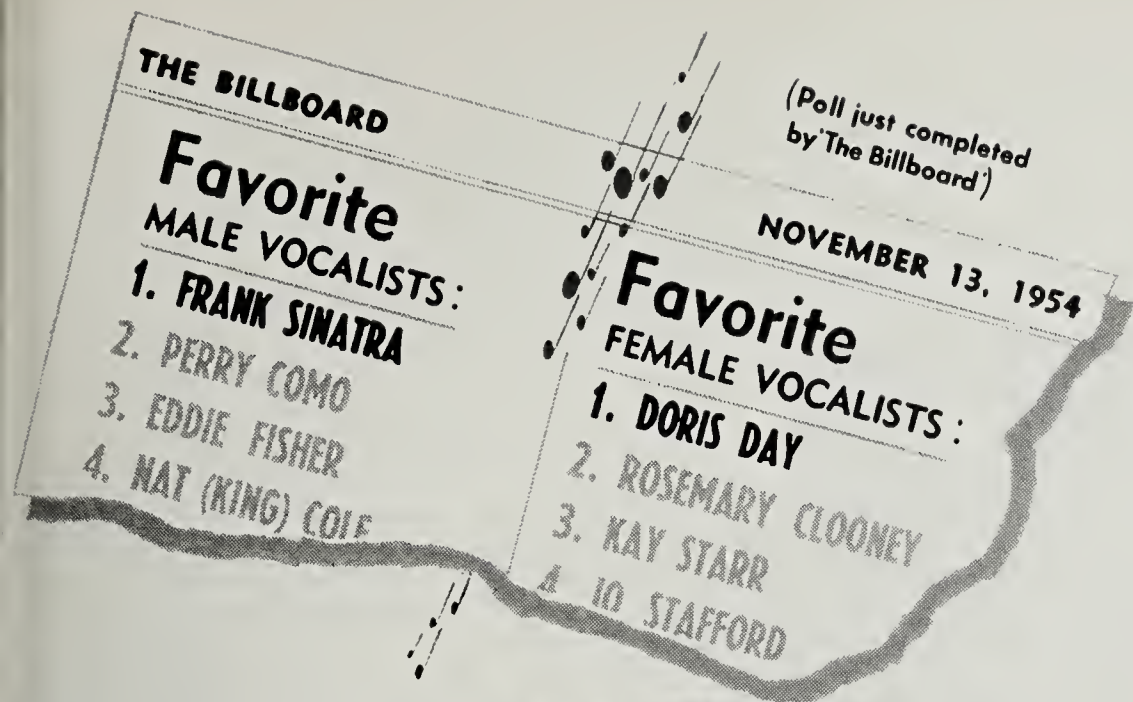
BUFFALO—Schine Theatres, Inc., was granted court permission last week to sell the Strand, Van Wert, O., for non-theatrical uses. Federal Judge John Knight approved the sale in an opinion on a motion by Schine Attorneys to dispose of 11 theatres for non-theatrical use.

The 11 properties are covered by a decree signed by Judge Knight in 1949 ordering Schine interests to dispose of 42 theatres and refrain from monopolistic practices.

### UA Sues For TV Funds

HOLLYWOOD—United Artists Corporation last week filed suits against James Nasser and various individuals and corporations asking an accounting and injunctive recovery of funds involved in the sale of four films to TV in violation of distribution contracts with UA. The films are "Cover Up," "Kiss For Corliss," "Without Honor," and "Don't Trust Your Husband."





Winners of the  
1954 Nation-wide Poll  
of all Disk Jockeys are

**DORIS DAY**

voted "The favorite Female  
Singing Star of the Year" and

**FRANK SINATRA**

voted "The Favorite Male  
Singing Star of the Year"!

And

**Warner Bros.**

have them both  
together right now!

It's all-young,  
all-heart and  
all yours  
for Xmas  
and New Years...

**"Young  
at  
Heart"**

in WARNERCOLOR

YOUNG · ETHEL BARRYMORE · DOROTHY MALONE

WITH ROBERT KEITH · ELISABETH FRASER · ALAN HALE, JR. PRINT BY TECHNICOLOR  
AN ARWIN PRODUCTION · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS · PRESENTED BY WARNER BROS.





# The International Scene . . . . .

## Canada

### Industry Institute Discussed In Canada

TORONTO—A week-long series of Motion Picture Industry Council meetings and get-togethers wound up with delegates feeling they had accomplished a lot, learned a lot about their own industry, and had enjoyed themselves besides.

Key of the week's meetings were the discussions on the setting up of a Motion Picture Institute. A committee investigating the matter recommended its being set up. However, the meeting decided that an executive secretary be appointed to serve under a different top industry leader each month.

This is the proposal that will go out to the exhibitors across the country asking them how much they would pledge to the establishment of such an organization.

The committee investigating the problem decided that the exhibitors should pledge five cents a seat, while the distributors were to be asked for \$15,000 collectively.

The council elected David Griesdorf, general manager, Odeon Theatres (Canada) Ltd., chairman for next year's council, succeeding Archie J. Mason, Springhill, N. S.

A very encouraging report was presented by Clare Appel, chairman, public relations committee, MPIC of Canada, who pointed with pride to a special edition of *The Telegram* of Toronto, which featured the meetings.

He pointed out that two well-known writers, Clyde Gilmour and Stan Helleur, would be appointed to the amusement section of the newspaper, a section of which would be remade. This remaking follows considerable discussions with Appel and other industry leaders by Bas Mason, promotion director, *The Telegram*.

The result of this new promotion is that it has pushed other papers in the country into action insofar as amusement sections are concerned. *The Star*, *The Telegram's* main opposition, has pushed a number of ads off the amusement pages "that should have never been there," Appel said.

Starting on Dec. 1, the Distributors Association is acting as host at monthly luncheons attended by representatives of the motion picture industry and personnel of *The Telegram* to thrash out problems.

Appel also reported on the arrangements with a group of women representing many prominent organizations in the country who are to screen the various films to be released in Canada. These women will make a report to their respective organizations, who have chapters all over the country, on the various films they see.

Another report to the MPIC was that of the retiring chairman, A. J. Mason who said that he was optimistic "because new life had been injected into this fascinating industry over the past two years.



During his recent European trip, Richard W. Altschuler, Republic director of world wide sales, visited the "Magic Fire" location in Bavaria, where this picturization of the Bertita Harding book about the life of Wagner is being filmed in Trucolor, and is seen here with Ernie Haller, Academy-Award winning cameraman; Rita Gam, associate producer-director William Dieterle; and Valentina Cortesa. Republic will release the film.

through engineering and scientific developments."

Mason noted the product shortage and the danger to the existence of little exhibitors if present terms and policies are continued, saying that they will be "forced to close their doors and deprive communities of the greatest entertainment medium known to the masses of people."

John J. Fitzgibbons, president, Famous Players Canadian Corporation, complimented the "lifeblood of the industry . . . the smalltown exhibitor."

He also commented on the development of Telemeter for which his company holds the franchise in Canada, pointing out that the toll systems will not seriously weaken the place of the theatre in the community. "We've made a substantial investment so that we can maintain our position as exhibitors without standing in the way of progress," he said.

Other officers elected by the MPIC besides Griesdorf were Rube Bolstad and C. S. Chaplin, co-vice-chairmen; Bill Lester, secretary-treasurer; and Arch Jolley, executive secretary.

The National Committee of Exhibitors' Associations which began the week-long industry meetings in Toronto, reelected its same officer panel headed by Morris Stein. It discussed the matter of advanced prices for films, and this is to be discussed further with the distributors. A subject for considerable discussion was the action of the various associations in dealing with the hospital tax.

A new member of the executive body of Motion Picture Theatres Association of Ontario is Russell Simpson, Ottawa Valley Amusement Company. Other members include Morris Berlin, Jack Clarke. Lou Consky, E. G. Forsythe, Angus Jewel, Lionel Lester, Dick Main, and Harry Mandell.

Arthur Mayer, well-known authority on industry affairs, was luncheon speaker and commented that people are apt to pay lip service to art instead of paying at the boxoffice. He thought that the industry had improved considerably in the past

year but this was no excuse, he said, "for optimism or complacency."

Highlight of the week was the awarding of Motion Picture Pioneers' citations to Jack Arthur, Charles Stephenson, and Will McLaughlin, Pioneers of the Year, "for their contribution to the advancement of motion pictures as a popular medium."

Fitzgibbons presented Jack Arthur with his award "for happiness brought to others," while Will McLaughlin, writer for *The Ottawa Journal*, received his from Nat Taylor "in appreciation . . . friend and critic . . ." Charles Stephenson received his from Oscar Hanson "as showman extraordinary."

## Canadian Comment

Newest member or rather a return to the newspaper-writing fraternity is Stan Helleur, who resigned from the National Film Board to rejoin *The Telegram* as a columnist. Before joining the NFB, Helleur was with Warners as publicity chief in Canada, and prior to that a columnist for *The Telegram*. . . . Staff changes in Toronto theatres set up a triangle, with Laurie Hole moving from the Village to the Alhambra, being replaced by Roy Downey, Beach; while Joe Cardwell, Alhambra, takes over the Beach. . . . Among the visitors to Toronto were Max Chechik, Vancouver, and Molly Rosenthal with her husband, Morris, New Haven. . . . Charles Cashman, photo-engraving representative to the industry is again deputy reeve, York Township. . . . Another visitor to Toronto was Douglas Yates, Republic, conferring with Walter Manley, Canadian representative. . . . Matinee showings at six local houses were suspended by the Ontario Board of Censors for various infractions of the Theatre Act. They were only temporary. . . . Two theatre managers are offering prizes to the patrons guessing closest the date of the first snowfall. Both showing "White Christmas," they are Don Edwards, Tivoli, Hamilton, and Russ McKibbin, Imperial, Toronto. . . . Manager Len Bishop, Shea's, Toronto, reports 35 persons took up his offer of free admission to all those with broken legs to see "Rear Window." . . . Claude E. Parker, well-known in show-business, and old-time resident of Ottawa, died in an Ottawa hospital after a long illness. He originated the Alfie. Andy, and Mary radio program, for which he held a copyright.

—HARRY ALLEN, JR.

## Mexico

At a recent sales meeting in Mexico of all Warner managers from Central and South American countries, Wolfe Cohen, president, Warner International, instructed them to depart from former sales policy of selling a season's line-up or pictures in groups, and to market each picture individually on its merits, after it has been screened locally in each territory. In this manner, both the sales force and exhibitors will be able to properly evaluate each release and determine its fullest possibilities as to best theatre, play-dates, admission prices, and type of promotion campaign. Cohen emphasized that "in the future we shall not ask any exhibitor to buy any picture before it is available for screening."



# THE BIGGEST SPY STORY OF THE DECADE IS BIG BOXOFFICE!

## "OPERATION MAINWUNT"

**THIS IS  
IGOR GOUZENKO**  
in the picture everyone is  
gasping about...and the  
author of the best-seller,  
"THE FALL OF A TITAN,"  
everyone is talking about!

with  
**HARRY TOWNES**  
and JACQUES AUBUCHON • WILL KULUVA  
IRJA JENSEN • Produced by FRED FELDKAMP  
Directed by JACK ALEXANDER  
Original Screenplay by PAUL MONASH



thru

UA

"Excellent exploitative possibilities that should be capitalized upon for good boxoffice return. Should net word-of-mouth and plenty of publicity. Suspenseful! Fast-moving action!"

—INDEPENDENT FILM JOURNAL

"Should please most types of audiences!"

—M. P. DAILY

"Engrossing! The story has been given a realistic touch by its semi-documentary treatment. Mounting suspense throughout! Can be exploited to advantage!" —HARRISON'S REPORT

"Suspense-filled! Authentic settings and backgrounds, good performances, capable direction and production!" —EXHIBITOR

"Spy meller with documentary flavor. Exploitation value helps fair b.o. prospects. Suspense builds nicely."

—VARIETY

"Taut, suspenseful drama. Should sell to old and young alike. Sustains interest throughout...screenplay extremely interesting."

—FILM DAILY



# Rhoden Outlines Four Point Plan For National Theatres Development

LOS ANGELES—An aggressive four-point business building program, with major emphasis on a \$500,000 advertising research fund, was outlined last week by Elmer C. Rhoden, president, National Theatres, Inc., before 89 delegates assembled in the circuit's home offices for their first divisional convention since 1952.

The four key points include a \$500,000 advertising research fund to carry out research work in the field of promotional advertising and direct selling of motion pictures; a traveling cavalcade to be brought to all key cities, presenting the motion picture industry in its 50 years of development and brought about through the cooperation of all Hollywood studios, as well as the local theatre owners; creation of an incentive plan for theatre managers, district managers and department heads to supersede the former periodic drive bonuses, and provide a continuous stimulus for showmanship on the part of all theatre executives, who would share in NT's increased fiscal earnings; and compliance with the government's consent judgment by Jan. 1, at which time the company would be in a position to request Department of Justice approval for the acquisition of additional theatres, a program which has been held in abeyance because of the existing government freeze.

Going into greater detail regarding his plans for the research fund, Rhoden said the project would cover the determination of relative values of presently used advertising media, research on the value of premiums, research on the recreational habits of potential customers, proper admission prices and policies, increase of advertising budget expenditures, and public tastes in entertainment.

John B. Bertero, president, Fox West Coast Theatres, and chief counsel, National Theatres, spoke on the legal aspects of the consent decree and pointed out that NT still has eight theatres and one theatre property to dispose of and is expected to do so by Jan. 1. He also said that the circuit looks forward to building drive-ins where they are not in competition with existing conventional NT houses.

Alan May, NT treasurer, stated that the

company was in strong financial position and cited various sound investments, such as in the CinemaScope and stereophonic sound equipment, the acquisition of an interest in Magna-Todd-AO and the erection of two new theatres.

Andy Krappman, merchandising chief, reported that candy sales lead in Southern California houses, pop corn and beverages in the midwest, and ice cream in the Wisconsin area.

Other speakers included Bert Pirosh, film buying head, who spoke on forthcoming product; Irving Epstein, insurance department topper; and Russell H. McCullough, purchasing-maintenance chief.

Thornton Sargent, NT public relations director led a discussion on all aspects of advertising, and talks were given by Jess E. Elliott, real estate head, and Joseph P. Tuohy, labor relations chief. Delegates also witnessed a special screening of the new Magna-Todd-AO process at MGM studios.

The motion picture industry must fight complacency and reach out through every media to sell its pictures to the public, Al Lichtman, vice-president in charge of distribution, 20th-Fox, declared before the conference.

Lichtman cited various problems faced by the industry such as the need for more quality pictures; selling shows to more people; wise spending of advertising dollars; comfortable theatres for patrons; proper utilization of projection and sound equipment; personalized service given to patrons; proper attention being given to children; community cooperation in civic programs; direct mailing lists; and checking of admission prices to determine if they are not low or too high.

"Double features have hurt this business," Lichtman observed, "but the people still want quantity as well as quality. To feed them something inferior is to turn them away. If they want inferior entertainment, they can have it in their own homes."

Lichtman also said he believed 20th-Fox's Swiss Eidiphor color TV, in CinemaScope size, would be the answer to home TV. He outlined his company's product as well.

## Jury Visits Theatres Involved In Law Suit

BOSTON—In an unprecedented move in the Commonwealth, the jury panel sitting on the anti-trust suit of the Victoria Amusement Corporation, was driven last week to the city of Lawrence, Mass., to view the locations and types of theatres involved in the case. At the instigation of some of the defendant distributors, it was agreed that the jury would receive a clearer impression of the subject matter if they were taken to the exact spots mentioned.

The suit is a \$3,000,000 treble damage suit brought by Victoria, operating the State, Lawrence, Mass., against a group of exhibitors and the major distributors. It opened before Judge Sweeney and a jury in Federal District Court here. Violations of the Sherman anti-trust act are alleged by the plaintiff, Samuel Richmond, operator, State. The defendants are Warner Brothers Circuit Management Company, Warner Brothers Theatres, Inc., Massachusetts Amusement Corporation, Warners, Paramount, Loew's, 20th-Fox, RKO, United Artists, U-I, Columbia, Republic, Monogram, and Eagle-Lion, Inc., of Ohio.

The complaint alleges that prior to 1947 the defendants combined in a conspiracy to restrain trade and to monopolize interstate trade and commerce in motion picture films. It is charged that the defendants have maintained a uniform system of runs, clearances, and admission prices for theatres throughout the United States and particularly near the cities of Boston and Lawrence, and have declined to contract for or to deliver films to the plaintiff except in accordance with that system. The plaintiff also alleges that the defendants, with the exception of United Artists, have engaged in block booking, blind buying, and blind selling, and charged discrimination against the plaintiff in favor of the defendant exhibitors. The complaint states that the plaintiff has been required to contract for and pay for films it was unable to use and that such films were unpopular and offensive to the good taste and moral standards of its patrons.

**Capitol, Lawrence, Mass., Asks \$10,000,000 Damages**

BOSTON—An anti-trust case seeking damages which when trebled would amount to \$10,000,000 was filed last week in Federal District Court here by Jean C. Campopiano, owner and operator, Capitol, Lawrence, Mass.

The suit is directed against the Stanley Warner Circuit; Massachusetts Warner Theatres; Empire Amusement Company; Roland and Harold Siskin, theatre property owners; James A. Donovan, owner, Astor, Lawrence; Gene Ippolito, owner, Central, Lawrence; Joseph Liss, district manager, Stanley Warner Massachusetts Theatres; and James M. Connolly, northeast division manager, 20th-Fox.

Other defendants are Spyros Skouras, Al Lichtman, Nicholas Schenck, Charles Reagan, Ben Kalmenson, Si Fabian, and Harry Warner. The complaint alleges restraint of trade, monopolistic control of film distribution, and discrimination in favor of the exhibitor defendants.



Above is a shot of the 89 delegates assembled at National Theatres, Inc., home offices in Los Angeles for the first divisional convention since 1952. Elmer C. Rhoden, president, outlined an aggressive four-point business building program with emphasis on a half million dollar advertising research fund.



# THEY'LL CHEER THE HERO WHO REALLY LIVED!

**BOOST  
YOUR  
MATINEE  
BUSINESS  
WITH  
THIS  
SOCK  
SUPER  
SERIAL**  
*from  
Columbia!*

THE TRUE-TO-  
LIFE ADVENTURES OF THE  
GREATEST PLAINSMAN IN ALL  
HISTORY! BIG WESTERN THRILLS!  
BIG WESTERN ACTION!  
IN EVERY CHAPTER FOR  
15 CONSECUTIVE WEEKS!

## **RIDING WITH BUFFALO BILL** CHAMPION OF THE ROARING WEST!

starring

**MARSHALL REED as BILL CODY**

with RICK VALLIN • JOANNE RIO • SHIRLEY WHITNEY • JACK INGRAM

Story and Screen Play by GEORGE H. PLYMPTON • Produced by SAM KATZMAN • Directed by SPENCER G. BENNET

**CASH IN ON THE TREMENDOUS EXPLOITATION POWER OF THIS FABULOUS HERO!**  
(A sock campaign book with sock promotions available at National Screen!)



**Konecuff** (Continued from page 6) the company would never desert these independent theatres who have supported CinemaScope when Rank and others refused to do so.

**Producers:** Six months ago, this group was very cautious about committing themselves or their future product to CinemaScope, but now that they see, for instance, that France's 400 installations are grossing more than the 2,000 normal installations, they are anxious to use the lenses and the medium on local levels. The company has received requests for 18 lenses in England from producers; 22 for West Germany; seven for France, and nine for Italy, and time will be needed to fill the orders as well as camera and equipment adjustments.

**ROLL 'EM DEPARTMENT:** At last week's annual convention of the Public Relations Society, RKO-Pathe unveiled a different process for movie-making calculated to save money and improve quality, according to Jay Bonafield, executive vice-president, RKO-Pathe, and Sid Kramer, sales manager.

By combining the Du Mont Teleye, a miniature TV camera recently invented, with a regulation 35mm. Mitchell camera by mounting same on the tripod and coordinating its movements with the film recorder, the director and his staff are able to see instantaneously on a nearby monitor screen exactly how a scene will appear on film.

The advantage seems to be in being able to make necessary changes in settings, scenes, and techniques without having to wait for the daily rushes and in not having to hold sets until satisfactory takes are made. The end result should be a better picture for less dough.

**THERE'S A PUPPET IN YOUR FUTURE:** Michael Myerberg, producer of "Hansel And Gretel," current RKO release, related last week that he hopes to turn out one feature annually starting in 1956 using his puppet Kinemins. The first

of these will be "Aladdin," "Pied Piper," or a science-fiction entry, and can be made either at his studios here or in England. He hopes to make his subjects so that they will be well suited for adults as well as for younger movie-goers.

"Hansel And Gretel" cost \$1,100,000 minus advertising and prints, and he expected his future features to come in for about the same figure. His future plans call for producing subjects following original stories faithfully, which he thought would enhance the finished productions. Myerberg also hoped to continue releasing through RKO, which he termed a fine organization.

**THE METROPOLITAN SCENE:** World-wide sales supervisor Leo Samuels at Walt Disney Productions is real proud over plugs Disney product is getting via the Disneyland TV show, which he feels will help exhibitors come time for them to play the pix. New product as well as reissues are coming for proper attention. Incidentally, we understand that half the TV sets in local operation tune in on the show everytime it goes on. . . . New York subways are urging millions of travelers to go see their December selections, films made abroad, to wit: "Aida," Italian-made; "Gate Of Hell," Japanese; and the British-Italian co-production, "Romeo And Juliet." . . . David A. Bader, who recently joined Atlantic Television Corporation as general sales manager, has been named vice-president by Bob Savini, company president. . . . Ed Gallen, public relations counsel, is due back from a coast visit shortly. . . . Current issue of Vogue, classy women's magazine, devotes six pages to Gina Lollobrigida and the film "Aida," right impressive. . . . RKO pressbook on "Cattle Queen Of Montana" features pix of and suggestions from exhibitors on how to sell a film, which won them ten simoleons. It's a good way to insure exhibitor participation. . . . Neat promotion piece is out on "So This Is Paris," which turns into a usable one-sheet.

## About People

**LOS ANGELES—**Paul Scherer, Fox West Coast Theatres' film buying department, has been upped to assistant treasurer of National Theatres, Inc., and will work under Alan May, NT treasurer, it was announced last week. In other changes announced by Edwin F. Zabel, FWC general manager, Dave Boyd, real estate department, has been promoted to the merchandising department under Andy Krappman and will be manager of the circuit's merchandising warehouse in Culver City. Murray L. Mosby, who has been with the circuit for the last 12 years, is retiring from the merchandising department. Replacing Boyd is Frank Prince, booking-buying department, who has been upped to assistant to Jess E. Elliott, real estate head. Dan Polier, booker, moves into Prince's spot and will work under Everett Sharp, head booker.

**NEW YORK—**George J. Schaefer announced last week that Howard E. Kohn, II, has just been named national coordinator for Century Films' "Day Of Triumph," in charge of publicity and promotion. Kohn flew to Tyler, Tex., to set the Dec. 17 world premiere engagement.

Kohn formerly was road show director for Stanley Kramer's "Cyrano De Bergerac" and prior to that was national director of advertising and publicity, road show department, United Artists. He will be under the supervision of Myer P. Beck, national director of advertising and publicity for "Day Of Triumph."

**NEW YORK—**Mort Magill has been named district sales supervisor for the Philadelphia, Washington, and Pittsburgh exchange areas, it was announced last week by Leo F. Samuels, president and general sales manager, Buena Vista Film Distribution Company, Inc. Magill will make his headquarters in Philadelphia. An industry veteran, Magill recently resigned as branch manager for United Artists in Philadelphia to take over the Buena Vista post.

**HOLLYWOOD—**Jack Gross and Phillip Krasne, Gross-Krasne, Inc., have announced the formation of Mark Stevens Productions to produce two theatrical productions annually. The first feature for theatres will be "Twisted Street," to be produced, directed, written and starred in by Stevens.

**DENVER—**Al Brandon has closed his independent distribution company, Brandon Pictures, and has gone to work as a salesman for RKO. He will handle the northern district.

## This Was The Week When . . . .

"Oklahoma," first feature in the Todd-AO process, was set to bow at the Rivoli, New York, at the end of March on a road show basis. . . . The Roxy, New York, was preparing for the Actors' Fund benefit world premiere on Dec. 16 of 20th-Fox's "There's No Business Like Show Business." . . . Distribution rights to "The Immortal City" for Los Angeles, San Francisco, Portland, and Seattle territories were acquired by Favorite Films of California. . . . It was announced that Paramount's "The Country Girl" premiere at the Criterion, New York, on Dec. 15, would benefit the Olympic Fund. . . . United Artists set 19 regional premieres during the holidays for "Vera Cruz," first in Superscope. . . . A 100 theatre Indiana area premiere was set for RKO's "Seven Bad Men." . . . Norton and Condon, Inc., was retained by United Artists to handle publicity and promotion on "The Purple Plain."

The 20th-Fox board declared a quarterly cash dividend of 40 cents per share and an extra dividend of 10 cents per share on outstanding common stock, payable on Dec. 24 to holders of record on Dec. 10. . . . George Weltner, Paramount International president, and A. L. Pratchett, Latin American division manager, left to tour Latin America on behalf of "White Christmas." . . . The American premiere of the French-made "The Game of Love" was scheduled for Dec. 14 at the Baronet, New York. . . . The 55th Street Playhouse, New York, announced that a festival of film classics would be presented by Brandon Films, starting on Dec. 17. . . . "Sunderin," German-made film with an English narration, was set to have its New York premiere at the World following the current attraction. . . . The Republic board declared a dividend of 25 cents per share on preferred stock, payable on Jan. 3 to holders of record on Dec. 13. . . . Rita Gam, co-starring in U-I's "Sign Of The Pagan," embarked on a key city publicity tour on behalf of the film.

### NT Seeks Extension

**WASHINGTON—**The Justice Department was asked last week for another extension of the divestiture deadline in the National Theatres case. The present deadline is Dec. 7. When the last extension was granted 17 theatres remained to be disposed of. The number has now dwindled to fewer than 10.

The request was made during two days of meetings by John Bertero, vice-president, National Theatres; F. W. Pride, Dwight, Royall, Koegel and Caskey; and west coast attorney W. B. Carman.



## Miscellaneous

### In The Newsreels

#### IN ALL FIVE:

Philadelphia: Army-Navy game.

#### IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 37, No. 98) New York: Industrial stocks hit new highs in Wall Street. China: Red China leaders fete India's Nehru. West Germany: Child Red victims visited by Hoover. New York: Marlon Brando home. Chicago: 4-H health champs receive honors. England: Churchill is 80.

NEWS OF THE DAY (Vol. XXVI, No. 228) England: Churchill is 80. England: Queen Mother home. Lewisburg, Pa.: Alger Hiss free. Hollywood, Cal.: Pier Angeli and Vic Damone wed. Christmas preview.

PARAMOUNT NEWS (No. 31) Lewisburg, Pa.: Alger Hiss free. New York: Cecil B. DeMille back from Egypt. England: Queen Mother home.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 626) Washington: President's new plane christened. Lewisburg, Pa.: Alger Hiss free. West Germany: Child Red victims visited by Hoover. England: Churchill is 80. England: Queen Mother home.

WARNER PATHE NEWS (Vol. 26, No. 33) England: Queen Mother home. England: Churchill is 80. Lewisburg, Pa.: Alger Hiss free. New York: Blowup on Broadway.

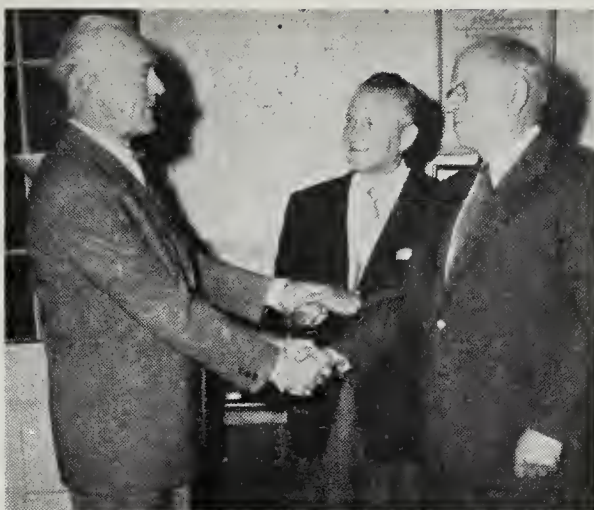
MOVIE TONE NEWS (Vol. 37, No. 97) New York: M. Mendes-France explains his stand on United Europe. Germany: Reichstag dome demolished in Berlin. Muroc, Cal.: New jet fighter makes public bow. Germany: Hoover greeted by Chancellor Adenauer. Italy: American Ambassador Clare Boothe Luce christens warship. Italy: 2,000 year-old Carrara marble quarry still producing. Sports: Movietone News 1954 All-America.

NEWS OF THE DAY (Vol. XXVI, No. 227) Washington: U.S. demands Red China free American prisoners. Holland: Queen Juliana welcomes "Santa" in Amsterdam. Germany: Hoover greeted by Chancellor Adenauer. Hollywood, Cal.: The fight of the century—Rocky Marciano vs. Jerry Lewis. All-American football thrills.

PARAMOUNT NEWS (No. 30) Hollywood, Cal.: The fight of the century—Rocky Marciano vs. Jerry Lewis. The 1954 All-American gridiron talent.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 625) Muroc, Cal.: New jet fighter makes public bow. Germany: Hoover greeted by Chancellor Adenauer. Holland: U.S. squadron under Dutch command. New York: Britain's Field Marshal Montgomery receives honorary degree. Italy: 2,000 year-old Carrara marble quarry still producing. Allentown, Pa.: King-size Christmas toys. Greenwich, Conn.: Fashions for the junior set. New York: L. A. Rams defeat N. Y. Giants.

WARNER PATHE NEWS (Vol. 26, No. 32) New York: Vishinsky's body goes home; Malik arrives. Muroc, Cal.: New jet fighter makes public bow. England: Britain tests new midget sub. Germany: Hoover greeted by Chancellor Adenauer. Germany: Reichstag dome demolished in Berlin. Italy: 2,000 year-old Carrara marble quarry still producing. Sports: Riflemen shoot for world title; Football: Harvard, 13, Yale, 9; Rams, 17, Giants, 16.



Recently welcoming Sol C. Siegel to Paramount, where he will make a number of films, were Y. Frank Freeman, right, Paramount vice-president and studio head, and Don Hartman, center. The producer indicated that he would announce immediate production plans in the near future.

### NATIONAL LEGION OF DECENCY

Dec. 2, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Cannibal Attack" (Columbia); "Cattle Queen Of Montana" (RKO); "The Far Country" (U-I); UNOBJECTIONABLE FOR ADULTS: "Country Girl" (Paramount); "Desiree" (20th-Fox); "Doctor In The House" (Republic); "Green Fire" (MGM); "The Heart Of The Matter" (English-made) (Associated Artists); "The Outlaw's Daughter" (20th-Fox); "The Last Time I Saw Paris" (MGM); "White Orchid" (UA); OBJECTIONABLE IN PART: "The Affairs Of Messalina" (Columbia); CONDEMNED: "Illicit Interlude" (Swedish-made) (Hakim).

## Loew Reports 1,500 Perspecta Installations

NEW YORK—Arthur M. Loew, president, Loew's International, stated last week that over 1,500 exhibitors have installed Perspecta stereophonic sound equipment.

Recently returned from a five week tour of England, France, Belgium, Germany, Italy, and Spain, Loew revealed that 15 companies throughout the world were licensed to produce and distribute Perspecta equipment, and that 11 are now assembling or manufacturing it, two in Italy, one in Japan, one in Germany, one in France, and four in the United States.

He predicted that the 4,000 orders received for the stereophonic sound will be filled shortly. He also said that he expects many countries will soon do away with their import restrictions.

Meanwhile, Perspecta Sound, Inc., has announced that demonstrations have been scheduled for all parts of the world. During December, demonstrations will be held in the Metropolitan, Buenos Aires; the Dai Nam, Saigon; and the Metro Theatres, Johannesburg, Durban, and Capetown. Shortly after, demonstrations will be held in Indonesia, Israel, Spain, and Taipei.

Loew's International world-wide business has increased about 15 per cent as compared with the last calendar year, according to Arthur M. Loew, president of the foreign film organization. He also revealed that about five per cent of the companies overseas gross is from the 16mm. market.

## EXPERIENCE A PRICELESS ASSET OF ALTEC STEREOPHONIC SERVICE!

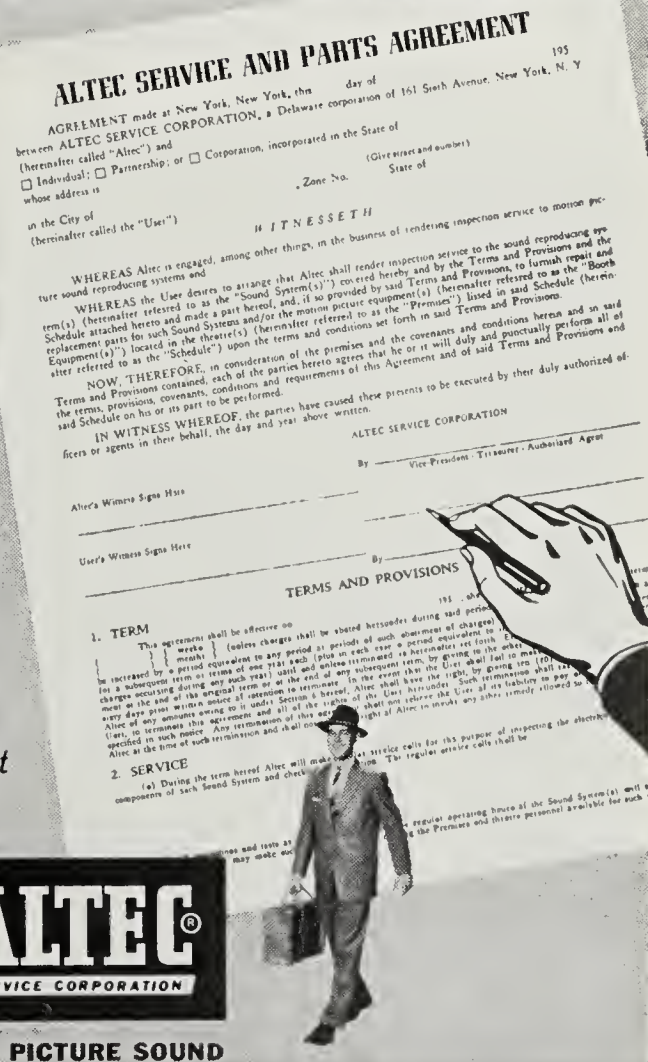
The finest service experience in stereophonic sound is yours when you sign an Altec contract. Experience bought and paid for in countless hours of pioneering effort and research... experience in supervising critical CinemaScope industry showings and first run premieres, experience with an unceasing flow of stereophonic installation and service orders, experience implemented by Altec-devised precision tools.

**YOUR experience with an Altec stereophonic service contract will prove pleasant and profitable!**

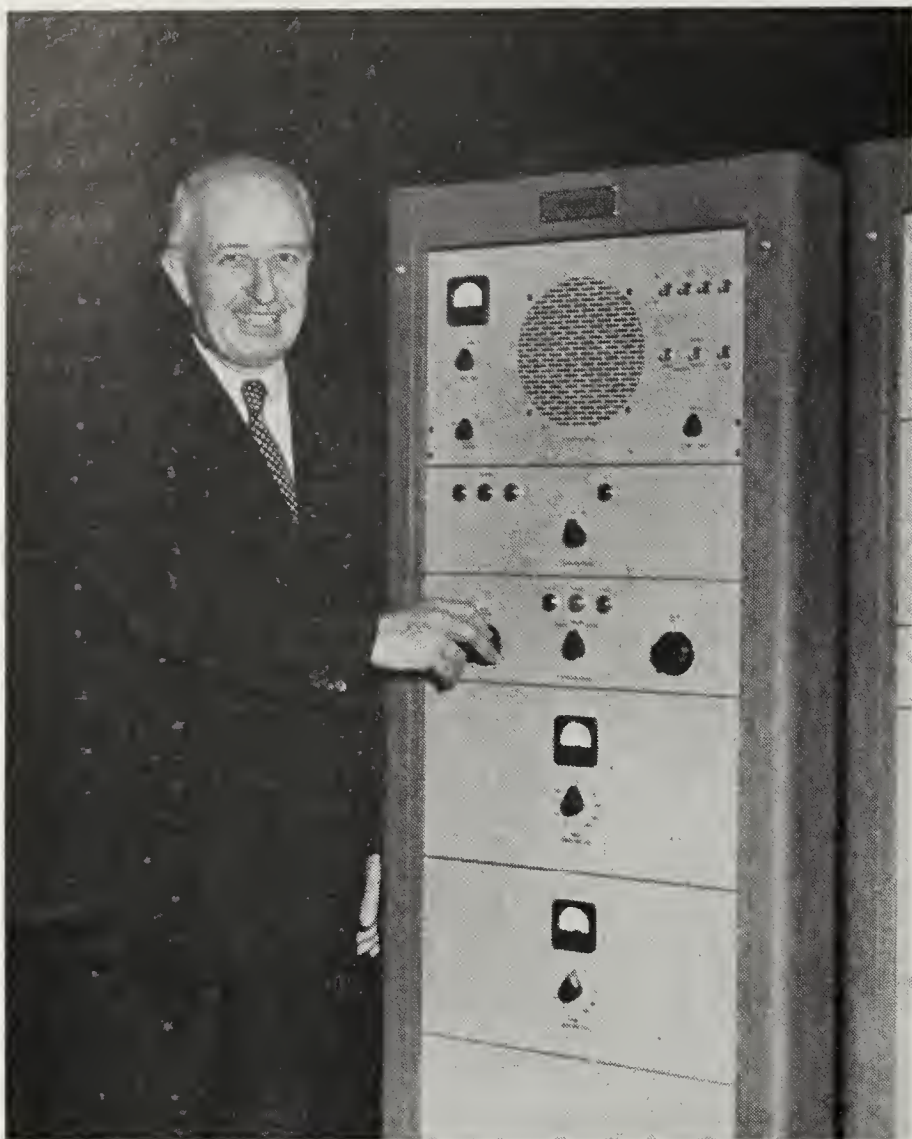
161 Sixth Avenue  
New York 13, N. Y.



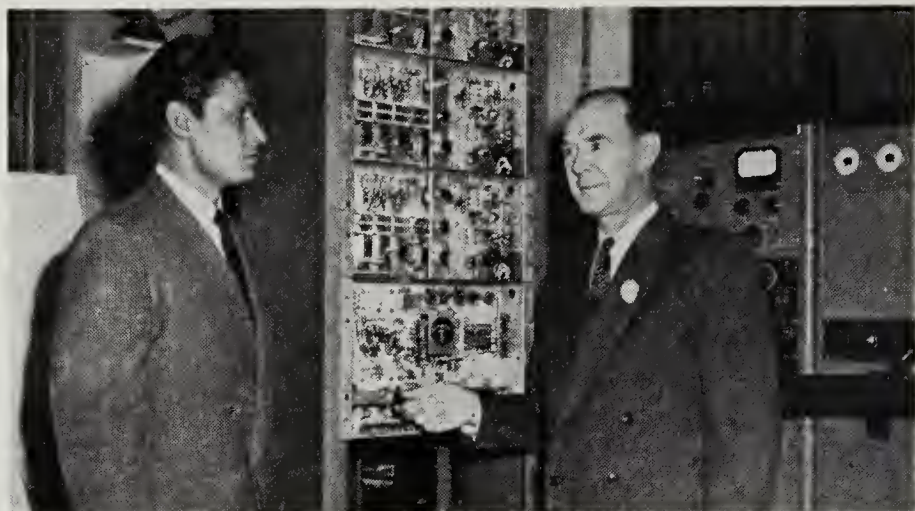
**SPECIALISTS IN MOTION PICTURE SOUND**







Eugene S. Gregg, president, Westrex Corporation, since September, is a veteran in the field of international transportation and trade, with years of experience in all phases of the company's operations both here and abroad.



Mead Walworth, Westrex sales promotion manager, explains to O. Farest, manager, Westrex Company, Caribbean, Trinidad, the numerous steps taken in testing Westrex's Divatel frequency shift receiving equipment.



F. A. Ungro, Westrex financial manager, and W. E. Kollmyer, manager, Westrex Australia Pty., Ltd., observe in a company warehouse the quantity of material necessary to satisfy the world demand for equipment.

**EXHIBITOR**  
FEATURE

# Westrex, A Global Pioneer

**T**HE revolution in projection and sound equipment that started in this country spread quickly to the rest of the world, and in the forefront of equipment distribution and research in the global market is the Westrex Corporation.

Westrex presently employs some 1,200 men and women in all parts of the world and makes available to theatres everywhere but in the U.S. and Canada all necessary equipment for operation.

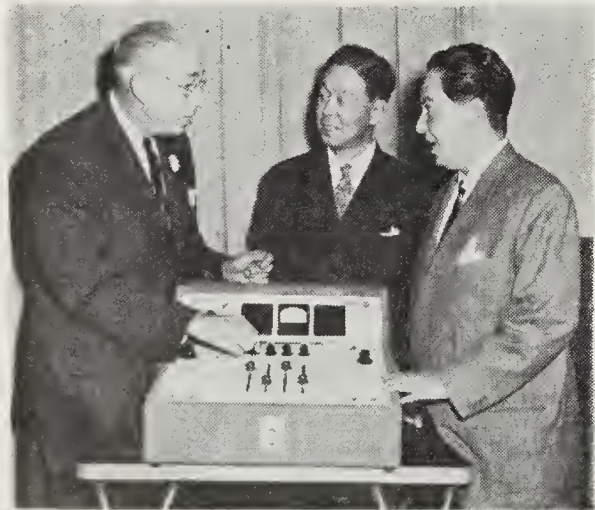
Currently at the helm of the far flung corporation is President Eugene S. Gregg, whose service with Western Electric Company, Inc., Westrex parent company, goes back to 1926. As European manager for Electric Research Products, Inc., he supervised the installation of sound equipment in thousands of continental theatres.

Besides his activities as Westrex chief, Gregg has written extensively on economics and finance.

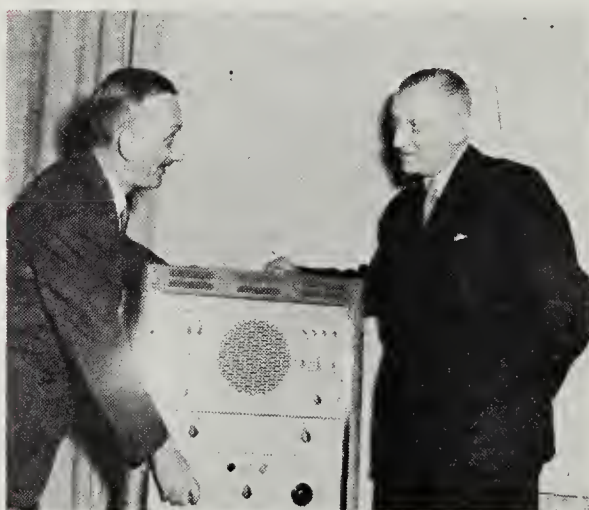
Recently, Westrex managers from all

over the world convened in New York for a series of conferences and were brought up to date on the many new developments in sound, film editing, and other technical aspects of the industry. In addition to extensive examination of the equipment to be offered their customers all over the world, the conferees were treated to such extra American hospitality as a Cinerama showing in their honor.

Westrex began as little more than a good idea in 1926, and has grown since then to a point where the name is a watchword with exhibitors in foreign lands everywhere, who reap the same harvest of technical advance as the theatremen just around the corner.



R. O. Strack, commercial engineering manager, points out the features of the Westrex mixer console to J. Y. Ake, director and assistant manager, and K. Kagara, recording engineer, Westrex Company, Orient, Japan.



William De Mella, manager, Westrex Company, Caribbean, Cuba, is watched by H. B. Allinsmith, Westrex vice-president, as he tests the operation of same of the company's new multi-channel amplifier equipment.

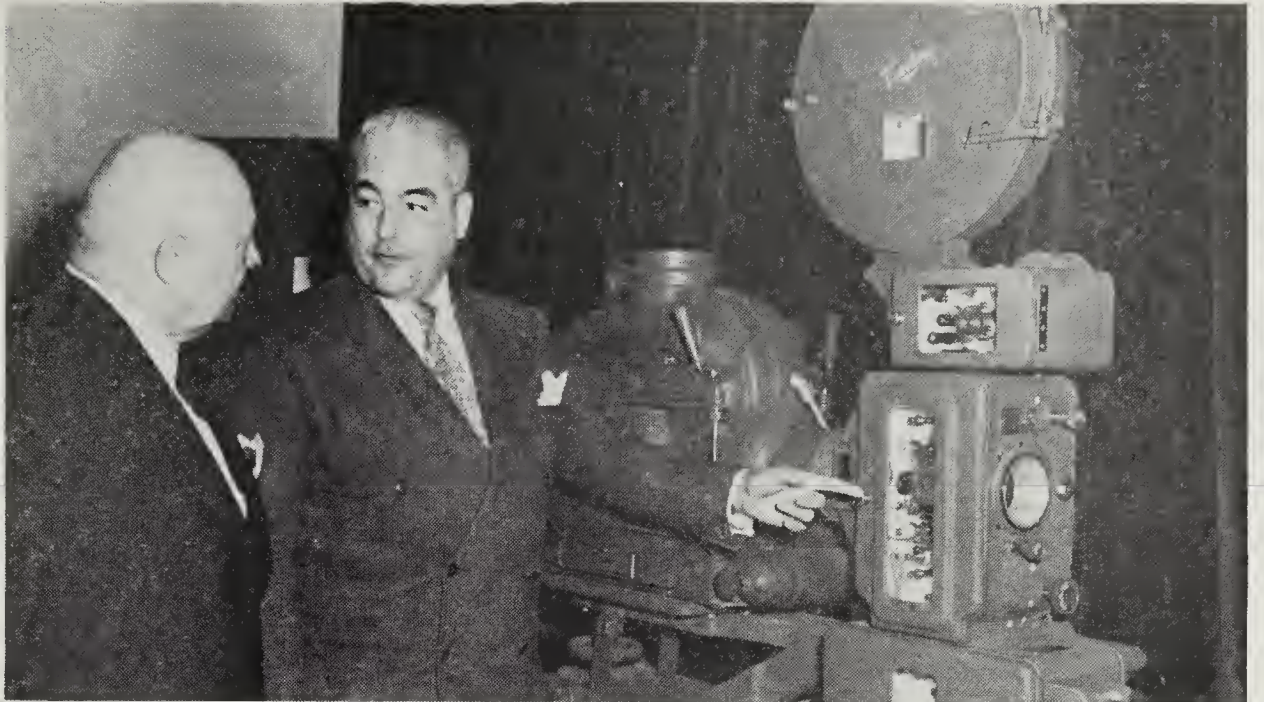


R. W. Wight, manager, Westrex Corporation's Hollywood division, right, stresses the features of the company's new film editing machine to J. A. Tadd, recording manager, Westrex Company, Limited, England.

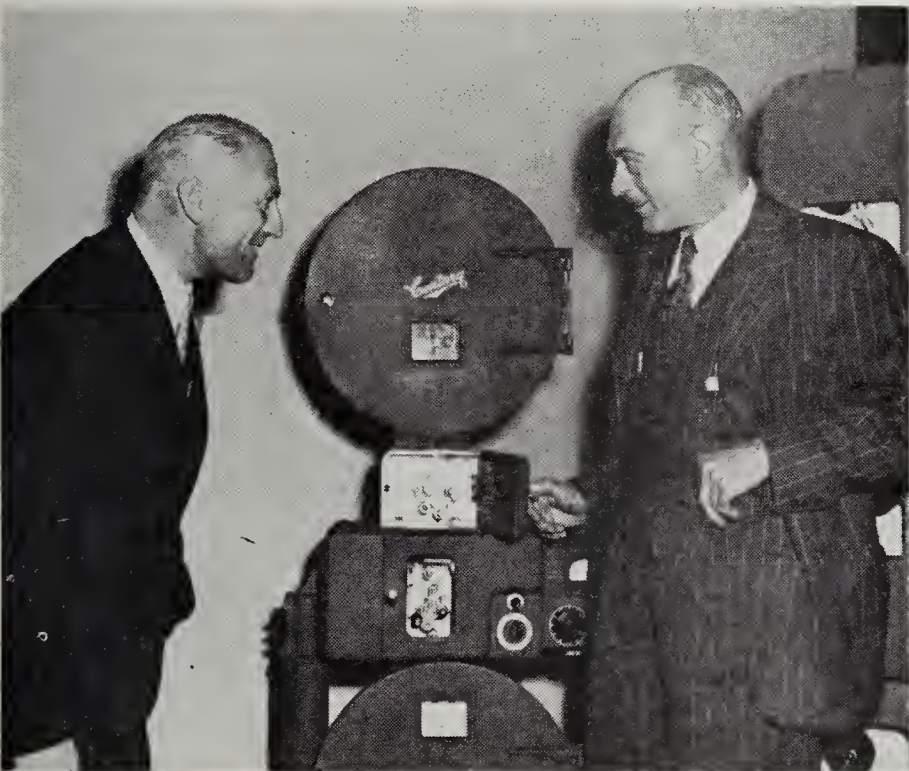




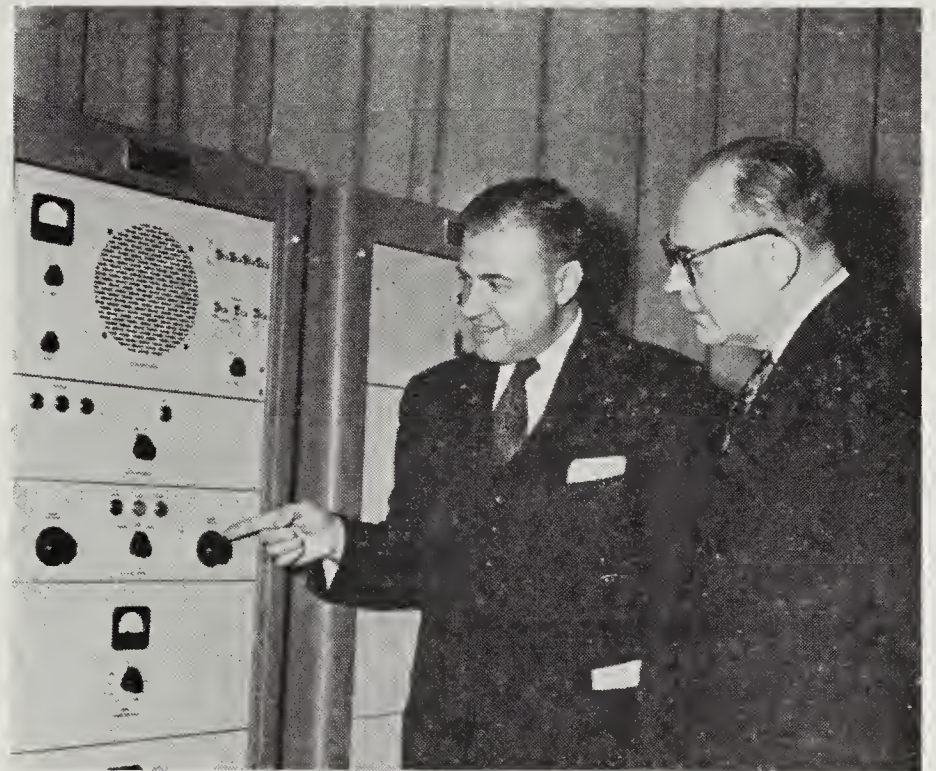
R. E. Warn, Westrex vice-president, left, explains the use of measuring equipment to P. Amourgis, manager, Westrex Company, East, Egypt.



U. B. Ross, Westrex director for Latin America, and J. Cuevas, manager, Westrex Company, Brazil, discuss features of Westrex Corporation's penthouse stereophonic magnetic reproducer and sound head. The company has been instrumental in recent technical advances.



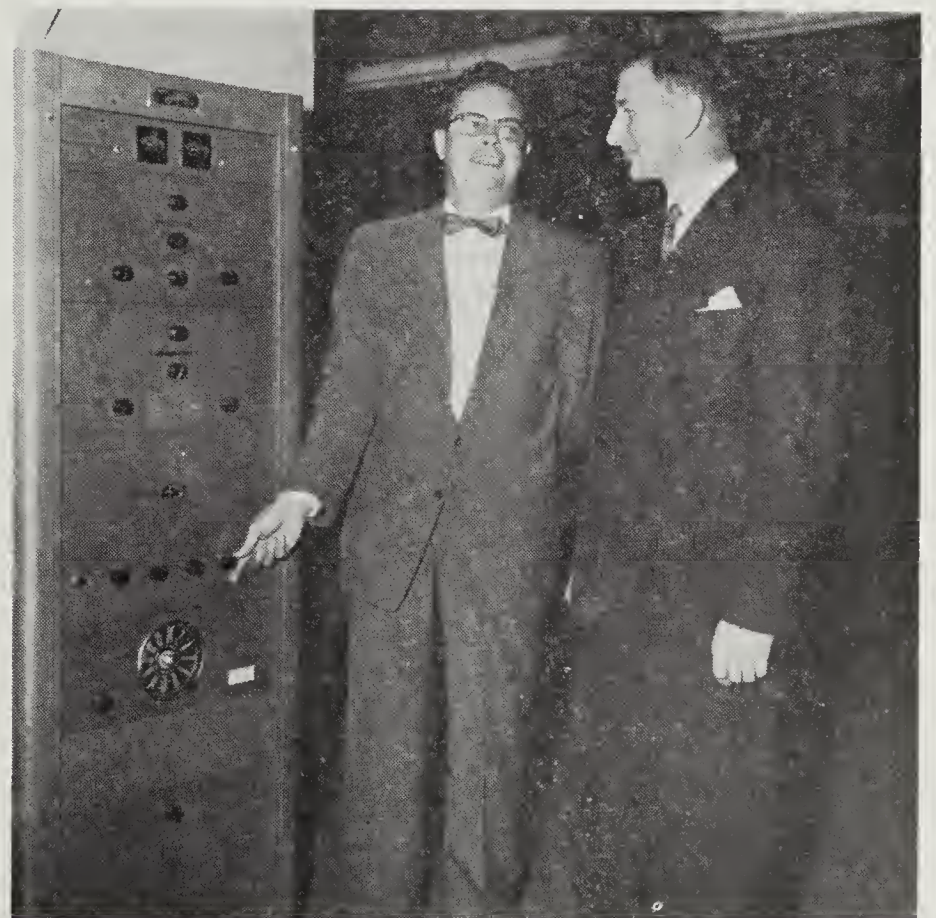
R. J. Hortis, manager, Westrex Company, Argentina, is shown the Westrex R7 type re-recorder for photographic film by Manager G. W. Sisom.



R. A. Colistra, comptroller, and R. Senechal, head, recording department, Westrex Company, France-Belgium, inspect new multi-channel amplifier.



Gregg reviews with C. Adlerstrahle, manager, Westrex Scandinavia, AB., Sweden, the Technical advances incorporated in the company's mixer.

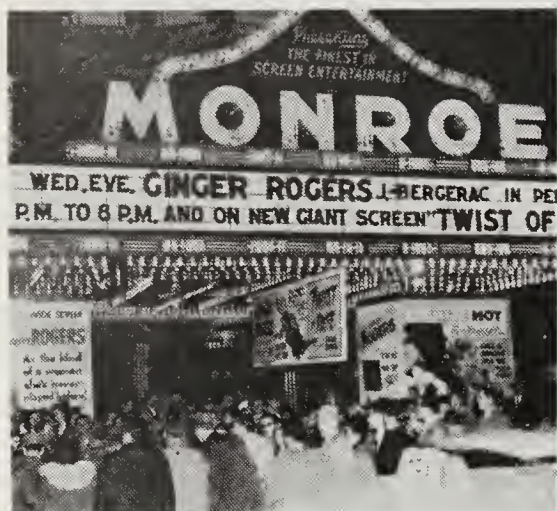


M. Storms II, manager, Westrex Company, Caribbean, Venezuela, discusses equipment installation and operation with W. H. Grosselfinger, radio.



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*



Thousands of film fans jammed around the Monroe, Chicago, recently as Ginger Rogers and her husband, Jacques Bergerac, arrived for the premiere of UA's "Twist Of Fate," which was heralded by a sock campaign including the street bally of the beauties, second from left; Miss Rogers making the first purchase of Chicago's seasonal charity stamps from



George Dixon, local chairman, Christmas Seal sale committee; and a bannered car, a Rolls-Royce Bentley, duplicate of sedan used in the film, which toured Miss Rogers and her husband through Chicago on round-the-clock schedule of personal appearances backing the premiere of the film at the Monroe. News, radio and TV breaks were made on behalf of the film.



## Varied Bally Angles Hypo "Contessa" Bow

BALTIMORE—Manager Ray Trumble, New, mounted a live-wire campaign for United Artists' "The Barefoot Contessa" by exploiting the title, taking advantage of the national co-ops, and creating some effective tie-ups of his own.

Working the barefoot angle for street promotion, Ray dispatched two shoeless models with appropriate placards to patrol the downtown streets. The payoff came with newspaper picture breaks.

The \$10,000 collection of jeweled shoes, which is being toured nationally to hypo the Contessa footwear line being marketed by five leading manufacturers, provided another peg for the campaign.

Hopping a ride on another pre-set national promotion, the alert manager landed important window space in the Bond clothing store that featured the Van Heusen Shirt tie-up, scene stills, and play-date announcements. The national letter-writing contest that will award free trips to Italy was boomed in the windows and on the counters of travel agencies.

D and H Distributors, who handle RCA-Victor records, backed a music campaign spotlighting the Hugo Winterhalter waxing of "The Song of the Barefoot Contessa." Ten music stores contributed window builds and counter displays, with streamers and counter cards providing additional penetration. Copies of the platter were also serviced to disc jockeys.

Trumble swung a deal with the Realty Parking Lot, a block from the theatre, that carried the message to thousands of downtown shoppers and suburbanites, "Park here to see 'The Barefoot Contessa'."

## "Pagan" Beauty Sought

NEW YORK—Universal-International, in conjunction with the internationally famed Art Students League, last week started a contest to find the perfect embodiment of a fifth century beauty as visualized in the company's forthcoming CinemaScope Technicolor production, "Sign Of The Pagan."

Approximately 100 top students of the league attended a special screening of the film. The artists will make rough sketches during the filming and subsequently make finished drawings of their conception of the fifth century beauty. Cash awards will be made for the three top drawings which will be selected by a committee representing both the Art Students League and U-I.

The company will then endeavor to find a girl who is a counterpart of the winning drawing.



More than 350,000 persons lining Chicago's State Street for the recent annual Thanksgiving celebration, "Santa's Parade of Stars," witnessed the above float built around Michael Myerberg's "Hansel and Gretel," RKO release. With members of the Goodman Little Theatre portraying Hansel, Gretel, and the witch in front of the famous Gingerbread House, the float served as an advance announcement that the film would be the Christmas holiday feature at the Loop. Additional thousands saw the float on TV. So impressive was the float that two neighborhood merchants' associations requested its appearance in their forthcoming annual Christmas parades.

## U-I's "Bridges" Gets Magazine Saturation

NEW YORK—For the first time in its history, Universal-International will blanket the men's magazine field in an advertising campaign to reach the largest possible audience for its melodrama, "Six Bridges To Cross," based on the \$2,500,000 Boston robbery and starring Tony Curtis, Julie Adams, and George Nader.

A total of 11 "male-appeal" publications will be utilized in the campaign, David A. Lipton, vice-president, disclosed last week, in carrying forward U-I's policy of pre-selling through national magazines carefully chosen to reach the largest possible audience that is available for a specific picture.

This is the first time such a large group of national magazines of this specific type have ever been used by a film company to call attention to a single film. The magazines are True, Argosy, National Detective, Saga, Sport, Official Detective Stories, Police Detective, True Crime, True Cases, and True Mystery, all point to the male viewpoint.

In addition, to reach all segments of movie-goers with ads fashioned to appeal to the specific magazine readership, U-I is using Collier's which first published the original story by veteran Boston crime reporter Joseph F. Dinneen, "They Stole \$2,500,000—and Got Away With It," on which the Aaron Rosenberg production is based.

For general readership, ads on "Six Bridges To Cross" will appear in Life and Look. More specifically for teenagers and regular movie-goers, U-I is using Seventeen and various movie magazines, making a total of 20 publications of varying appeal to pre-sell the forthcoming melodrama.

The two score magazines which will carry the "Six Bridges To Cross" advertising during the month of January have a combined circulation in excess of 22,000,000 and a readership estimated at three times that figure.

**DEAL DIRECT AND SAVE**  
on Quality Theatre Equipment  
Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE.

**First American products, inc.**  
1717 Wyandotte St., Kansas City 8, Mo.



# PHYSICAL\* THEATRE



Eager crowds are seen at the opening recently of the Fox Theatre, in Trona, Calif. The 636 seat house has incorporated all of the latest construction, projection and sound technique with pleasing results.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 9, No. 13      December 8, 1954

## IN THIS ISSUE:

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A SHIP-SHAPE DRIVE-IN.....	Page 14



*Only* RAYTONE OFFERS

# ABSOLUTE GUARANTEE!

with **RAYTONE HILUX SCREENS!**

*Only Raytone dares to back up its advertising statements with the absolute guarantee that if the Raytone Hilux Screen does not satisfy every claim below, YOU PAY NOTHING FOR THE SCREEN!*

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**NO SEAMS** show on a Raytone Hilux Screen regardless of the size of the picture being projected . . . regardless of the system.

2

**EFFICIENT LIGHT REFLECTION**

The Raytone Hilux Screen reflects all the light which intelligent surveys indicate is needed.

3

**MAXIMUM LIGHT RETURN** to the greatest number of desirable seats in any theatre is a must with all screens . . . a certainty with the Raytone Hilux Screen.

4

**EVEN LIGHT DISTRIBUTION** to avoid hot spots and too rapid drop-off beyond useful viewing angles.

5

**RESISTANCE TO AMBIENT LIGHT**

. . . stray light from sources other than the projector . . . is another important characteristic of the Raytone Hilux Screen.

6

**ACCURATE COLOR RENDITION**

makes for richer, more natural pictures on the Raytone Hilux Screen.

7

**ALL SYSTEMS** look best when projected on the all-purpose Raytone Hilux Screen . . . regardless of aspect ratio.

● In this day and age of advancing techniques and new developments in the motion picture industry, quality at reasonable prices is needed far more than inferior products at cut-prices. To this belief Raytone has dedicated the efforts and energies of all its research and development . . . to continue to bring you the finest products at the lowest possible prices. See your Raytone Theatre Dealer today.

**RAYTONE SCREEN CORP.**

165 Clermont Avenue, Brooklyn 5, New York

MIDWEST OFFICE: L. E. Cooley, 408 South Oak Park Avenue, Oak Park, Illinois



## LAYING IT

# On The Line

## Roughing Up The Ball

All of us have probably seen a baseball player rub a new ball before putting it into play. The reason for this is that a shiny new baseball is difficult to control. Although not particularly seasonal, this procedure might be applied to the operation of a motion picture theatre. Most of the systems and equipment recently put into use were too shiny with newness to be controlled and employed with a maximum amount of efficiency. In three weeks 1954 will pass into history. Much of this past year has been spent in "roughing up the ball," and learning how to handle the tools and ideas which were put at the disposal of the theatreman.

This analogy holds true for theatre design and construction as well as projection and sound. The vast changes made in motion picture film presentation made it mandatory that the structures which housed the innovations complement and enhance them. Although theatre construction has not shown any appreciable rise over recent years, those units that have been built clearly indicate that they are capable of giving full support to the improved sights and sounds which are presented for public approval.

One of the most prevalent trends in new theatre construction is that of making the auditoriums visually and orally as perfect as modern methods and materials will allow. An example of this will be found in this issue in the story about the recently constructed Fox Theatre, in Trona, Calif. Everything has been done to permit the audience to get the fullest enjoyment and appreciation of the sights and sounds that are projected.

Outdoor theatre design has also been keeping pace with the demands for bigger and better everything. This month's drive-in feature is devoted to a new theatre which has been constructed, designed and equipped so as to be able to take advantage of the wide screen and stereophonic sound, and still have plenty of eye-appeal.

It has long been a recognized fact that much of today's modern home designs were influenced by styles and materials used in motion pictures. This is probably still true, but we believe that the ultra modern theatres of today are also making a contribution in this area.

As the year 1955 unfolds there is little possibility that, except for the still vigorous drive-in field, there will be a large number of theatres constructed. However, those that are erected should continue the trend toward a more enlightened use of the methods and materials constantly being produced and improved by science and industry.

Therefore, although exhibitors are not often thought of in terms of architectural and decorating pioneers, we think they deserve a bit of praise for having the courage to gamble on new designs in their effort to give the public the best.

**PHYSICAL THEATRE** • A sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

## 'ROBIN-ARC' 3-Phase Selenium RECTIFIER

Engineered for  
**WIDE SCREEN  
PROJECTION SYSTEMS**



A dependable, efficient, uniform D.C. power source. Engineered by pioneers in the motion picture field. Designed specifically for wide-screen projection.

Model K 100  
100 Amps.

•  
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135 Amps.

### NEW "RO-RO" for single-phase current

A newly patented attachment now permits satisfactory operation of 3-phase rectifiers off single-phase lines. Send for details.

### ROBIN-ESCO Super-Power MOTOR GENERATORS

A quality product built especially for wide screen service and is available in 60 volts—145 amperes, 80 volts—135 amperes. These units may be operated on a continuous basis at these ratings.

Write, Wire or phone  
for details

Sold through  
independent supply dealers



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Motion Picture Equipment Specialists  
267 Rhode Island Avenue  
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Manufacturers of  
**RECTIFIERS • MOTOR-GENERATORS  
SCREENS • PROJECTION LENSES**



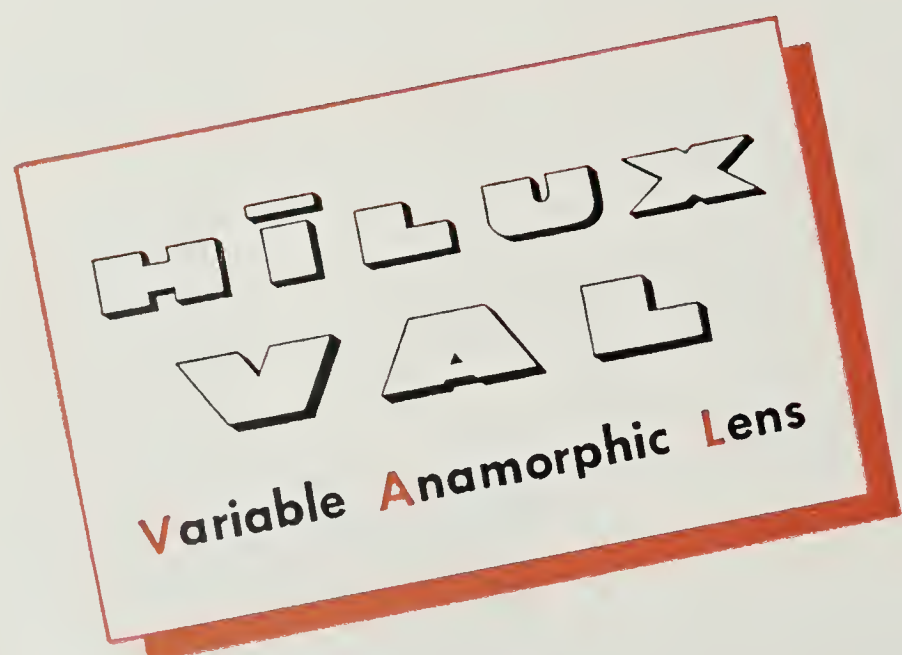
for Tomorrow's **F**lexibility...  
there is only **O**ne anamorphic...

the **HILUX-VAL**

**V**ariable anamorphic lens

*I*nterchangeable—the only lens to  
fit *both*  $2\frac{25}{32}$ " and 4" lenses...  
at the same *L*ow price!

... plus the exclusive **D**ual **K**nob  
controls for perfect screen coverage



Price *includes*...  
support brackets, storage  
case, corrector lenses and  
cleaning brush... truly a  
complete package.

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# PHYSICAL THEATRE

Vol. 9, No. 13

December 8, 1954

A THEATRE which embodies all of the latest trends in construction, sound and projection was unveiled recently when the Fox West Coast Theatres opened its new Fox Theatre in Trona, Calif.

This 636-seat house is conceded to be one of the most complete and artistic structures of its kind. The newest features of architecture, engineering and acoustics have been incorporated in the construction of this entertainment palace.

One of the prime considerations was the safety of the patrons. All structural steel columns, beams, girders and trusses have been belted and joined together in such a fashion that the building is believed to be earthquake-proof, as well as able to stand up under all weather conditions. In addition, the slope of the aisles, the convenience of the exits and the specially designed aisle lights were all planned for the patrons' safety and convenience.



The screen at the Fox is 19 by 40 feet and is capable of presenting CinemaScope and other wide screen systems. The screen has been curved in order to reduce distortion and improve sight-lines.

## The New Fox Theatre

### The Front

The display of interchangeable letters on the theatre marquee presents the current attractions with plastic letters in color. The boxoffice is designed and equipped so as to handle the sale of tickets with a minimum amount of waiting time. One of the items which helps speed up the process is a new type of ticket issuing machine, said to dispose of tickets with faster action than any machine presently in use. The lighting for the poster frames has been designed so that the displays are easy to read. The area underneath the marquee is pleasantly illuminated by recessed fixtures in the marquee ceiling.

### The Interior

Patrons enter the theatre through attractive glass and aluminum lobby doors which are equipped with panic bolts that are operated by a special device.

The concession counter is located facing the entrance doors, making it a simple task for patrons to make their purchases before being seated. The snack bar has

been designed so that the merchandise can be easily seen and reached, thus also making a purchase a swift and simple operation.

Lounge rooms have been constructed on each side of the foyer. These rooms are rich in appearance and are enhanced with comfortable furnishings. The recessed lighting supplies soft, mellow illumination. The ladies' lounge includes a specially designed shelf and mirror so that female customers may apply their cosmetics without the interference of shadows and with as much comfort as possible.

In keeping with the flowing unbroken lines of the theatre, the drinking fountain has been recessed in the side wall of the foyer. The carpeting for the Fox is said to be of a special design never before used in a theatre. It is thick in pile and padded heavily so that it provides a very soft cushion for the patrons.

### The Auditorium

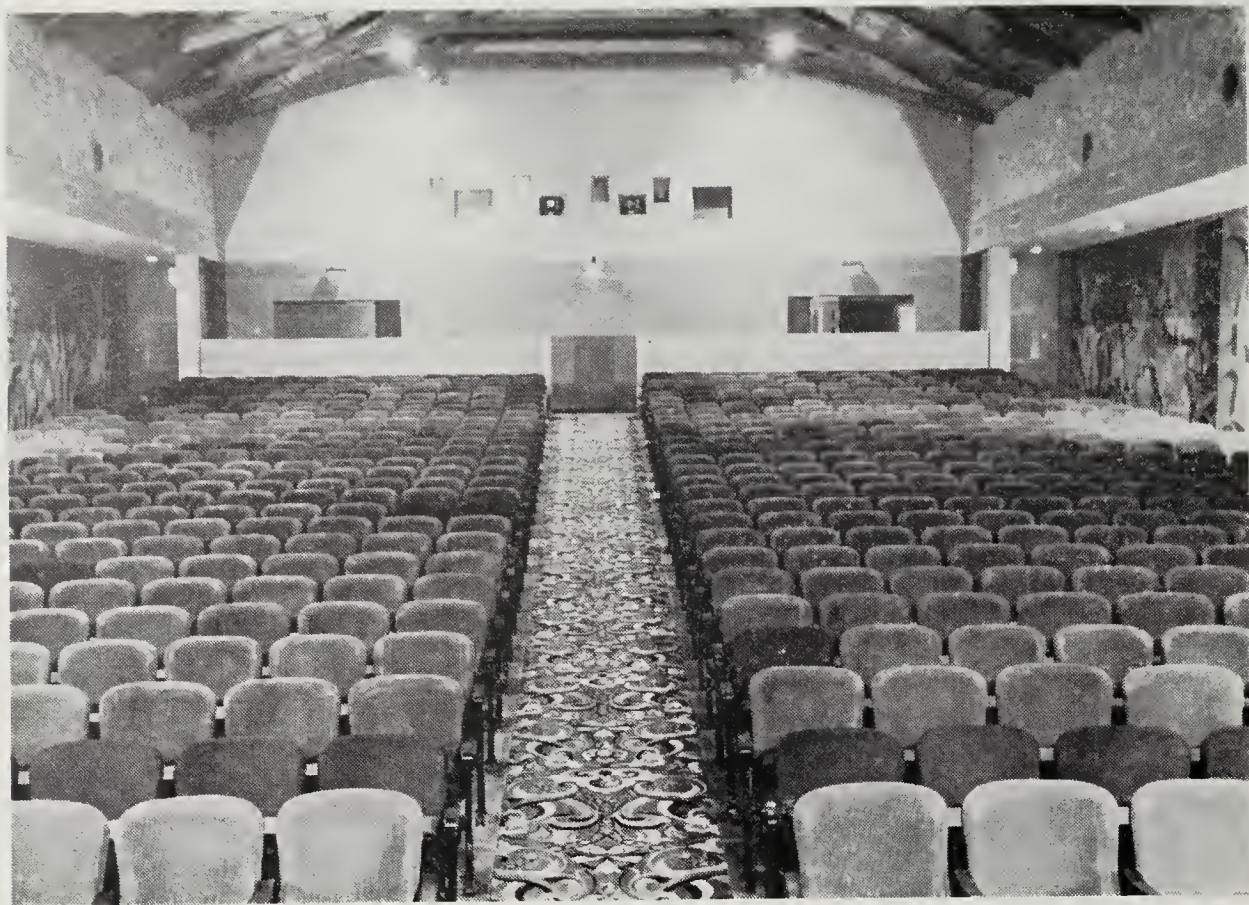
The auditorium of this new house embodies many radical innovations. The prin-

cipal feature is the perfect sound which is accomplished by the use of Fiberglas, which is fireproof and has a very high coefficient of sound absorption. According to the management the acoustical treatment of the Fox is the result of exhaustive study and research.

The seating consists of 636 of the latest type chairs with padded backs and spring edges. The seats have been spaced so as to provide as much comfort and convenience as possible. The arrangement of the seats is similar to an extended fan providing excellent viewing from all parts of the auditorium. In addition to the extra attention given sight-lines, the projection throw has been determined so as to reduce to a minimum the possibility of eye-strain.

The stage has been constructed with sufficient width and height to house the equipment necessary for the showing of standard films, CinemaScope, VistaVision, and large screen television. It is claimed by the management that the Fox is the first perfect sound motion picture theatre, with no dead spots, assuring constant





In this rear view of the auditorium it is possible to see the surround speakers built into the walls. The attractive carpet, also seen, is of a special design never before used in motion picture theatres.

volume of sound in any part of the auditorium.

The stage draperies extend across the entire width of the proscenium. A special draw title curtain has been installed, as well as a specially designed festoon valance. The title curtain is operated with a motor by remote control from the projection booth.

### Lighting

All illumination in the theatre is recessed. The house lighting circuit containing white light, is concealed in the auditorium ceiling. All exit lights are of such design as to eliminate interference with the patrons' vision. The electrical wiring is unique and up-to-date in every respect. All circuits are protected by relays instead of fuses in all main lighting and

circuit panels. There are said to be many special electrical hookups in this building which have never been used in a theatre.

Another useful feature is the house telephone system which makes it a simple matter for any employe to communicate with any part of the theatre. The telephone system is connected between the cashier, the doorman, the manager's office, the ushers' room, stage and projection booth.

### Sound and Projection Equipment

The sound equipment includes the latest optical type sound with 60 watts of power output. In addition, the latest four channel magnetic stereophonic sound equipment has also been installed.

A 19 by 40 foot Miracle Mirror screen has been used, and it is curved to a 107

foot radius, thus making for a projected picture that is free of distortions, as well as having maximum brilliance and definition.

The latest Simplex projector mechanisms are used, mounted on super bases, which assures rock steady projection. Two high intensity projection arc lamps supply the screen illumination, with a motor generator having a rating of 65 amperes for each projector lamp.

The projection booth equipment includes a public address system which is connected to concealed horns. Also a microphone is used backstage so that announcements can be made in connection with entertainment. A specially designed control station enables the projectionist to have full control of the lighting system, curtains, and public address system at all times. This sound equipment has dual amplification to take care of any emergency which may arise due to trouble in any one of the amplifiers.

### Heating and Cooling Systems

The air conditioning system is of modern design and is automatically controlled by thermostats which maintain the most comfortable temperatures throughout the entire year. All air in the theatre is filtered to remove dust and is distributed throughout the entire auditorium through various types of ornamental ceiling diffusers. The refrigeration system is hermetically sealed and uses Freon 12, a harmless refrigerant.

The heating system uses hot water for heat, and is also controlled automatically, with the thermostats being located in various parts of the theatre to maintain an even temperature throughout. Each minute 30,000 cubic feet of filtered cool or heated air, as may be required, is delivered in the theatre.

The decorative scheme of the Fox is one of dynamic design that flows unbroken around the side walls of the auditorium. The proscenium arch is designed to be the center of interest, with strength of detail.



The large modern concession stand above is located near the entrance, making it simple for patrons to make their purchases before being seated.



Such care was given to the acoustics of the Fox auditorium above that the management has called it the perfect sound motion picture theatre.





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The exclusive new type tapered slotting of Wagner Translucent Plastic Letters causes them to "lock" on the mounting bar. Yet, they're the easiest to change of all letters. Only Wagner plastic letters can be stacked in storage without danger of warping. 5 sizes. 5 gorgeous colors . . . the widest range made. Also, slotted aluminum letters in the widest range of sizes, styles and colors.

Shown is an installation for the Key City Drive-In, made by the Thomas Neon Sign, Abilene, Texas; and another for the Starlite Drive-In made by Empire Neon Co., Rochester, N. Y.



## A LOW COST PANEL FOR DRIVE-INS

Wagner Enduronamel Steel Panels comprise both the background and the letter mounting arrangement. Chip-proof, shock-proof, alkali resistant, and salt spray-resistant, baked enamel. Shown in an installation by White Woy Electric Sign Co., Chicago, Ill.

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*Its Extreme Versatility Indicates  
There Are Many Uses For*

# Plywood In Theatres

By Robert E. Eskew

Douglas Fir Plywood Association

IT is said that the test of a good actor is versatility and the same holds true when it comes to building materials. Fir plywood, the most versatile performer in today's building materials field, plays its vital role in the construction and remodeling of indoor and outdoor theatres throughout the nation, to continued applause from theatre owners and builders alike.

## Versatility

Plywood's claim to versatility is not a boast; it's a fact. For example, here's an idea of how much of the construction show plywood can carry: subfloors, underlayment for finish floors, wall and roof sheathing, exterior siding, interior wall paneling, outdoor picture screens, partitions for rest rooms, backstage dressing rooms for ushers and usherettes, and built-in storage units for marquee letters, candy, tickets and general theatre supplies.

Versatility such as this plus fir plywood's large standard panel size four by eight feet, which means speed of application, adds up to outstanding savings for the theatre owner or builder who specifies plywood-savings not at the expense of durability and appearance but in addition to it. For fir plywood, despite its light weight and low cost, is rugged structurally. Pound for pound, it is one of the strongest building materials on the market today. As for appearance, it offers the warm, rich-grained surface of real wood for natural interior wall paneling as well as a smooth, unblemished surface for fine painting.

## Types of Fir Plywood

When specifying fir plywood for any building or remodeling job, it is well to

know that it is manufactured in two distinct types. Exterior type plywood is made of 100 per cent waterproof glue for use where exposed to moisture or weather. This type of plywood is branded on the panel edge with the industry-owned grademark, "EXT-DFPA," which is the buyer's assurance that it won't come apart even if it is subjected to boiling water. On the other hand, interior type plywood is manufactured with a highly moisture resistant but *not* waterproof glue. This means it can withstand occasional wettings such as might occur during construction but will come apart under constant moisture.

Knowledge of these two types will eliminate two dangers: delamination through use of an interior panel where exterior plywood was indicated; unnecessary expense because exterior plywood was used where less expensive interior panels would have been more suitable.

Also, it is well to know that within each type of fir plywood are a half dozen "grades" which further suggest specific use. These grades are determined by the appearance of the outer faces or plys of a panel. For example, an exterior panel with one or two smooth, highly paintable surfaces would be wasted on anything but a finish job. Whereas a panel with rough, unsanded faces would be unsuitable for anything but a structural application.

## Fir Plywood For Theatre Construction

Fir plywood's remarkable two-way strength, which makes it such a valuable

structural material, is the result of its cross-grain panel construction. Thin sheets of veneer (plys) spread with adhesive are assembled in odd numbers (three, five, or seven plys to a panel) with the grain pattern of each sheet running counter to that of adjacent plys. This cross-lamination of plys also makes fir plywood puncture proof and split proof, both of which are invaluable qualities to the theatre owner, especially if he operates on "wild west" Saturday afternoons.

Either in new construction or remodeling of the modern theatre, fir plywood is an economical, ideal solution to the problem of subflooring. This is one of the most important elements in construction because the durability and appearance of finish flooring, whether it be wall-to-wall carpeting or asphalt tile, depends entirely on its foundation. Plywood subfloors give rigidity, level surface and dimensional stability (resistance to shrinking, swelling, warping and buckling) and plywood underlayment, the smooth base for finish flooring, provides broad, level, joint-free planes which means no bulges, humps or other dangerous points of wear in the finish material.

Walls sheathed with rigid, lightweight panels of plywood have been proved twice as strong as those sheathed diagonally with ordinary boards. To the theatre builder, this means added strength and durability plus savings because the big four by eight sheets go on quickly with less nailing necessary. The same holds true for roofs sheathed with fir plywood.

Smooth, paintable panels of exterior type fir plywood offer a striking contrast when used for siding accents in combination with rough stone, cement brick or glass. In suburban neighborhoods, the community theatre sided with dramatic



A candy-striped fir plywood popcorn stand (above) was built by the theatre manager at the Roxy, Tacoma, Wash. Plywood was also used to form the speaker system (right) at the Temple, Tacoma.





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Send today for full details on the Strong Super "135" and Mighty "90" projection arc lamps.

### ALL YOU DO IS STRIKE THE ARC

The positive and negative carbons are advanced by separate motors, the speeds of which are governed by the Bi-metal Lightronic Tube. Once the arc has been struck, the crater position and gap length are maintained automatically, and without constant attention by the projectionist.

With the new presentation techniques complicating his job, the projectionist is particularly appreciative of this simplified control. Furthermore, he is quick to see the advantages of the unitized component design which affords such wide versatility in these lamps. He can, in a matter of moments and right in his projection room, effect the simple changes necessary to attain the correct light requirement for any of the various techniques. It is even possible for him to get the light requirements of two different types of techniques on the same program.

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A choice of four different carbon trims can be burned in a total of seven separate manners to attain any desired degree of cost of operation, screen illumination, or burning time.

### SIMPLIFIED CONTROL

Only one control is required for selecting any amperage within the range of a particular mode of operation.

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Burning 10 mm "Hitex" carbons at 135 amperes, or 11 mm regular carbons at 120 amperes, impartial foot candle meter tests prove the Strong "Super 135" the most powerful projection arc lamp, and you can't argue with a light meter.

The Infra-Ban Beam-Cooler unit diverts the heat rays away from the aperture, making possible a tremendous increase in usable light without a corresponding increase in heat at the aperture.

A stream of air directed just above the arc stabilizes its burning and prevents the deposit of soot on the reflector.

Strong has also designed new rectifiers with a range of from 90 to 135 amperes to fill the power requirements of all the systems of screen presentation.

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panels of Texture One-Eleven with its rich linear and textural pattern takes on a unique distinction. The outstanding value of this new panel material in addition to its visual beauty is that it offers considerable savings because it can be applied directly to studs as a combination sheathing and finish material.

Theatre interiors benefit extensively through use of fir plywood for wall and ceiling paneling, built-in refreshment bars, rest room booths and partitions, backstage storage and dressing room facilities. Lobby or foyer walls and ceilings paneled with warm, attractive real wood extend a hospitable welcome and offer an air of informal comfort when finished with a rich, natural lustre. Built-in candy bars are economical to build and can be made portable because of plywood's light weight and because it requires so little framing. Backstage storage units and dressing rooms go together quickly and cut costs further because they can be constructed of less expensive grades of interior plywood with no sacrifice of strength and durability.

### Finishing Fir Plywood

Fir plywood finishes easily and well. But in the case of a theatre owner who plans to do his own finishing, it is well to know that a job of painting or staining will only be as good as the preparation and materials that go into it. Always make certain that the surface to be finished is smooth and free of dust and oil. And use nothing but top quality paints and stains.

In painting exterior type fir plywood, the determinant is whether the finish surface is smooth or textured. In the case of a smooth surface, the best paint for

regular wood is also best for exterior fir plywood. High grade exterior house paints of either TLZ formulation or white-lead-and-oil give excellent service. Paints which set to a hard, brittle film should be avoided.

To prevent the possibility of any surface checking when using exterior plywood, edge-sealing is recommended. A heavy application of high-grade exterior primer, exterior aluminum paint or heavy lead and oil paint does the best job. In unusually damp localities, and especially in the case of fir plywood outdoor picture screens, it is wise to prime the back of panels before construction starts with a coat of exterior primer.

The best painting system for exterior plywood is this:

1. The prime coat, the most important coat of all. This seals the wood and provides a good base for the following coats. A top quality exterior primer thinned with one pint of pure raw linseed oil per gallon of paint, applied with a brush, is the best. High grade exterior aluminum house paint also makes a good primer.

2. and 3. Over the prime coat apply second and third coats according to directions on the can.

High quality 2-coat TLZ house paints can also be used. However, each coat must be proportionately heavier so that the same dry film thickness as in the 3-step system is built up. First, brush on the primer, thinned as in step one above; then apply a second coat according to directions on the label.

This chart offers valuable data about the various types of plywood that are available and what job each type is best qualified to perform.

### Finishing Textured Surface

On the other hand, if the finish surface is textured, as in the case of Texture One-Eleven, finish procedure is different for two reasons. First, the object is to preserve the textural qualities and natural low sheen of the material. Second, edge-sealing can be omitted because any surface checking will only add to the weathered beauty of the wood.

To preserve the naturalness of T 1-11, a highly pigmented opaque stain finish is recommended. Not a stain in the conventional sense of the word, this type of finish material is known in the trade as either Shake or Shingle paint. Its desirability stems from the fact that it dries flat; does not penetrate completely into the surface but leaves a thin coating over it; produces uniform color over dark and light parts of the wood grain and knots; is not translucent or transparent; softens grain pattern but does not hide it and does not destroy textured surface with a smooth, paint-like film. For maximum durability, a two-coat brush application of this stain is recommended, however, one coat will cover thoroughly.

Low pigmented stains when applied to exterior fir plywood (either smooth or textured) when permanently exposed to weather are of insufficient durability to adequately protect the wood and are definitely not recommended.

### Finishing Interior Plywood

Interior fir plywood is even easier to finish with good conventional wall and woodwork paints or enamels. Here again, it pays to properly prepare all surfaces

(Continued on page PT-16)

## EXTERIOR TYPE FIR PLYWOOD

**EXT-DFPA — A-A**

For permanent outdoor uses where appearance of both sides is important: entrance display walls, partitions, signs for drive-in theatres.

**EXT-DFPA — A-B**

Uses similar to Exterior A-A panels but where appearance of one side is less important: ticket stalls, offices for drive-in theatres.

**EXT-DFPA — PLYSHIELD**

Versatile "one-side" grade of exterior fir plywood with waterproof bond, excellent for picture screens for drive-in movies.

**EXT-DFPA — SHEATHING**

Unsanded grade of exterior for backing or rough construction: backing for outdoor screens, tool and maintenance sheds for drive-ins.

## INTERIOR TYPE FIR PLYWOOD

**INTERIOR — A-A**

For all interior applications where both sides will be in view: cabinet doors, built-in storage units, displays, rest room partitions.

**INTERIOR — A-B**

For all inside uses requiring one surface of highest appearance and opposite side solid and smooth: aisle markers, lobby displays.

**PLYPANEL**

Many-purpose "one-side" material for interior use where appearance of only one side is important: wall and ceiling paneling, built-ins, counters, fixtures, displays, cut-outs, finish floor underlayment.

**PLYBASE**

Base and backing material: backstage storage compartments, equipment stalls; face solid, paintable.

**PLYSCORD**

Unsanded sheathing or structural grade of interior fir plywood: wall and roof sheathing, subflooring, temporary enclosures, partitions.

## FIR PLYWOOD SPECIAL PANELS

**TEXTURE ONE-ELEVEN**

Striking exterior panel with waterproof bond for distinctive exteriors; marked by deep parallel grooves and rich texture of unsanded real wood: for fences, display walls, ticket stalls, entrance walls in drive-in theatres. Effective decorative material for interior accent walls, displays.

**OVERLAID PLYWOOD**

Exterior fir plywood with waterproof bond, excellent, grainless paint surface of glass-smooth, flint-hard resin: suitable for siding, entrance display walls, counter tops, picture screens; impervious to acids, abrasion.

**PLYRON**

Composite panel with either exterior or interior bond offering wearing qualities and toughness of tempered or treated hardboards plus strong, rigid fir plywood backbone: cabinet doors, exterior siding, counter tops.



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The arc is stabilized by a stream of air which maintains a prescribed system of ventilation of the area surrounding the arc. This air jet prevents the hot tail flame of the arc from reaching the reflector, supplies enough oxygen so that no black soot is produced, and keeps white soot from collecting on the reflector in such quantity as to absorb heat which would cause breakage.

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# NEW PRODUCTS

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## Prefinished Wall Paneling

Marlite planks and blocks, a new tongue and groove prefinished paneling recently introduced by Marsh Wall Products, Inc., offers substantial economies in installation and maintenance costs, it is said. Designed for speed installation, without the division mouldings and adhesive usually required for prefinished paneling, these materials save labor costs in either new construction or remodeling.

The planks are 16 inches wide and eight feet long. Blocks are 16 inch squares, and both are 3/16 of an inch thick.

An exclusive baking process is said to make these planks and blocks resistant to moisture, heat and stains. The permanent, soilproof surface is very easy to clean. Maintenance time is greatly reduced, and periodic painting and redecorating is eliminated.

The planks and blocks are available in 10 "companion colors" as well as four wood pattern finishes.



This prefinished paneling which comes in two forms, planks (left) and blocks (right), are installed easily and maintenance is very simple.

## Drive-In Speaker Protection

A polyethylene film cover for the protection of drive-in speakers during winter months has been developed by Central States Paper and Bag Company.

The speaker covers can protect the speakers from the elements throughout the winter months, it is claimed, because of the unique properties of the plastic from which they are made. The film used in the fabrication of the covers is Visqueen, manufactured by the Visking Corporation.

Visqueen film is said to be tough, durable and will not become brittle in temperatures down to 60 degrees below zero. The covers fit snugly over the speaker and may easily be taped at the bottom, affording the utmost in protection from snow and sleet.

It is also advised that theatre opera-

tors who prefer to take their speakers indoors during the winter months may use the covers to protect them from dust and dampness.

The covers are available in two sizes—22 by 22 inches and 27 by 28 inches.

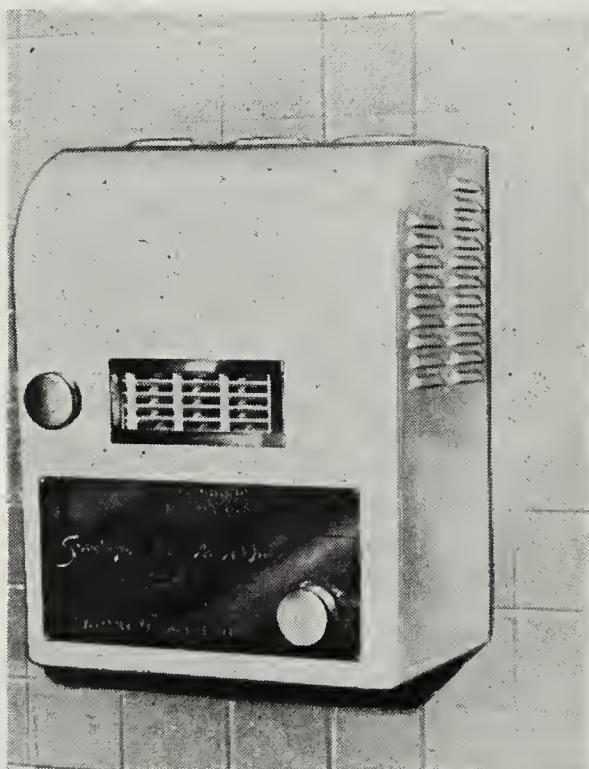


These plastic covers have been specially designed to protect drive-in speakers throughout the cold winter months when they are not in use.

## Dryer Uses New Principle

A hand and face dryer making use of a new heating principle has been placed on the market by the Electronic Towel Corporation. Known as the "Steri-Dri" it features a patented "Heet Bin" which utilizes the GE calrod heat transmission principle. This new principle is said to provide instantaneous hot dry air electronically.

The unit is said to be ready for use simply by plugging into any convenient outlet, as heavy wiring is not necessary. It is claimed that the Heet Bin actually stores hot air, thus a heavy load is not put on one electrical system as in the case of heating coils.



Featuring a new heating principle, this hand and face dryer is said to instantly provide hot dry air. New system eliminates danger of fire.

## Self Closing Waste Receptacle

A new self-closing waste receptacle is now being marketed by Solar-Sturges Manufacturing division, Pressed Steel Car Company, Inc.

Known as the Solar Jet this receptacle accepts waste from any point of approach, because the stainless steel top swings freely in any direction. With no weights, springs, or hinges used, the Solar Jet has only one moving part, the free-swinging top, it is claimed. The dome top swings inside of the outer shell, enabling the receptacle to operate even when placed against a wall, or in a corner.

The self-closing dome top is securely attached to a ball suspension joint located immediately beneath the point of balance. A one-piece outer shell has a white baked enamel finish, and is encircled by two reinforcing bands of highly polished stainless steel. The inner refuse container is heavily galvanized to help prevent rust and corrosion, according to the manufacturer. There are also stainless steel legs which afford sturdy support to both outer shell and inner container keeping them seven-eighths of an inch off the ground.



A useful new item for theatres is this self-closing waste receptacle that can receive waste products from any point of approach, it is said.

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- ☐ STRONG ELECTRIC CORP., Projection Lamps and Rectifiers
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## Equipped For Latest Projection And Sound Systems, The Jolly Roger Is A Ship-Shape Drive-In

**T**HE Jolly Roger, the first and only drive-in theatre in the state of Michigan and one of the few in the entire country to be equipped with true stereophonic sound, opened recently.

This new, half-million-dollar, 1,500-car drive-in is located a short distance west of Detroit on Van Born Road, just a quarter of a mile west of busy U.S. 24. This is the center of several fast-growing communities, including Dearborn, Melvindale, and Allen Park.

Nicholas George Theatres, Inc., an independent circuit operating the down-river area of metropolitan Detroit, began the Jolly Roger late last spring, constructing it for the future as well as the present. All the new innovations have

been embodied in its design. The curved screen tower, for example, was designed primarily for the presentation of all the new wide-screen projection processes. It measures 122 by 82 feet.

## DRIVE-IN THEATRES

The projection booth is 540 feet from the screen tower, thus making it one of the longest projection throws in the country.

The screen tower consists of eight steel frames with 16 bases supported on anchor bolts embedded in 40 cubic yards of concrete. Such a structure will withstand a wind stress up to 180 miles per hour, it is claimed. More than 20 lineal miles of lumber were used in the construction of the tower. The screen tilts several degrees inward at the top to reflect the maximum of projected light on the 7,500 square feet of picture area.

The exterior of the tower is entirely covered by transite which gives it a marble stone effect. The entrance and exit canopies are attached to the tower. Two modernistically designed boxoffices, each with its own temperature-control heating panel, are located below the 82-foot entrance canopy. These boxoffices are strategically placed to admit six lanes of traffic. The exit canopy is 70-feet wide and permits quick movement of traffic. The West Construction Company, Flint, Mich., designed and built the drive-in screen tower.

Al Boudouris of Theatre Equipment Company, Toledo, O., engineered and installed the projection, sound and field equipment. This includes Century water-cooled projectors, Strong Super 135 projection-arc lamps. Strong 135-ampere selenium rectifiers, 4-inch diameter Kollmorgen objective lenses, and Bausch and Lomb large-diameter, anamorphic lenses to permit the showing of CinemaScope pictures to their best advantage at an aspect ratio of 2.55 to 1. A full 1,800 watts of undistorted audio power are available to the Eprad 3-unit dimensional, high-fidelity, stereophonic-sound speaker from the Century Amplifiers which were specially modified and engineered by Theatre Equipment Company. The sound equipment rack was also engineered and built by Theatre Equipment Company. Ease of switching from optical sound to stereophonic sound and the use of all three in-the-car speaker units make for superior sound, it is claimed.

The signs, pictorials, and lighting display were designed, manufactured and erected by Diskey Advertising Service, Marion, Indiana. The theatre name is formed in eight-foot-high, old-English, porcelain-enamel letters mounted atop the screen tower.

The letters have recessed faces and are lighted by multiple rows of lamps wired to high-speed flashers to give a scintillating effect. A huge pirate ship, complete with the Jolly Roger flag, is painted on

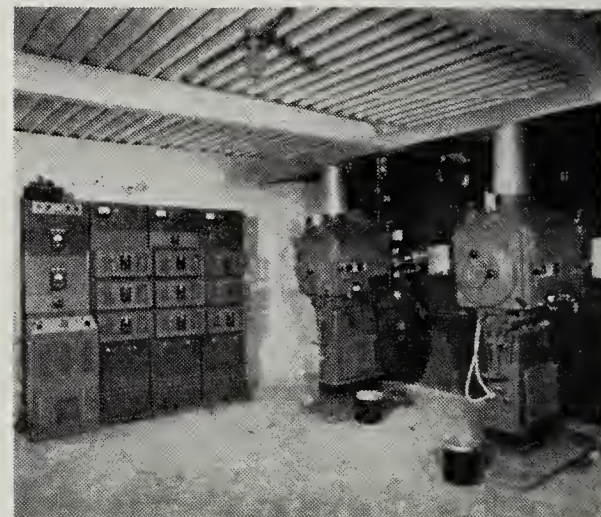
(Continued on page PT-18)



Seen here is the 95 by 34 foot attraction board with Wagner letters, frames, and glass installed.



A view of the field and the Eprad Fiberglas three-in-one in-car speakers for stereo sound.



The projection booth is fully equipped to handle all of the latest projection and sound techniques.



## The Story Behind Development of Neviol Signs

THE STORY behind the conception and development of the Neviol sign, which has caused such a furore in the sign industry since its introduction in the United States a few months ago, is even more dramatic than the impact this entirely new type of sign has caused to date.

Conceived and perfected in Holland and patented in 48 countries by International Neviol, Ltd., Neviol signs combine the brilliance of neon with the versatility of plastic and, but recently, two companies were licensed for manufacture in the United States.

At present, Wagner Sign Service of Chicago, is manufacturing Neviol changeable copy sign letters while Artkraft Sign Co., Lima, Ohio, is making point-of-sale and outdoor display signs.

"Neviol" originated with Leo Meijer, and this Hollander is responsible for its development and perfection and its entirely new principle of using ultra violet or "black light" to rear-light a display.

Neviol originated in Holland just prior to the end of war at a time when the only light available in many Dutch homes came from a small oil lamp or from small four-volt lamps, current for which was obtained through the skillful tapping of German field telephone lines.

After the war, Meijer continued his work but the first Neviol signs were cumbersome affairs. The fluorescent black-light tube had not as yet been developed and the ultra violet light was obtained from a high-pressure mercury lamp in combination with a "choke" type of special transformer.

The sign itself was made by hand from copper wire covered with a luminescent material and lighted from the front, using a metal casing coated with a highly reflective material. While the effect was good, the luminescence was too weak to compete with surrounding light and the entire sign was too large to be practicable.

First improvement came with the development of the fluorescent black light tube which stepped up the efficiency of the lamps and provided a more even spreading of illumination. However, two important problems still remained—the durability of the luminescent powders and the intensity of the light they converted.

With true Dutch tenacity, Meijer tackled the problem of the luminescent materials first. With the aid of the laboratory of a prominent manufacturer, he succeeded in developing an entirely new luminescent powder that was weather-resistant and could be incorporated in almost every type of plastic, or impregnated in the sign face rather than just covering the surface of it.

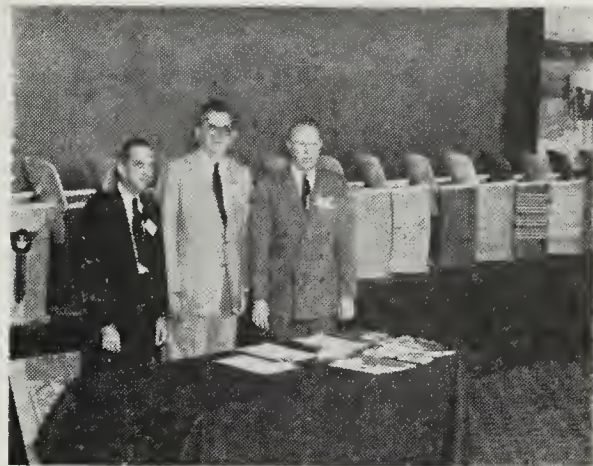
### Plastic Bags Protect Film

NEW YORK—Another service to the film industry was added this week by Circle Film Laboratories, when it inaugurated the use of special plastic heat sealed bags for the shipment of processed film to its clients. Specially designed for Circle by Vizofilm Manufacturing Corporation made of Dupont polyethylene, the containers are dust and moisture proof. This is said to insure that film will remain clean and that prolonged storage will not dry it out.

The final and logical step toward an entirely new type of illuminated sign—conversion into a rear-lighted display which combines the brilliance of neon with the versatility of plastic—followed.

As a result of Meijer's advanced thinking and determination, Europe—which first gave us the neon sign—has again made an outstanding contribution to advertising.

The advantages of Neviol signs over those that have been and are still being used, are according to the inventor and the two companies now manufacturing them, greater legibility, more distance visibility, uniformity of brilliance over the entire sign face, imperviousness to the elements and a wide range of extremely brilliant colors.



Griggs theatre chairs have been added to line of products distributed by RCA supply dealers. Above, from left to right, Ray Gibson, vice-president of Griggs Equipment Co.; J. F. O'Brien, RCA Theatre equipment sales manager; and Frank Butler, Griggs sales manager are shown during presentation of new chair line to dealers.



More and more Drive-Ins are demanding these fine lenses. The Super Snaplites are guaranteed to give you Sharper Pictures, More Light on the Screen, Greater Contrast, and Greater Definition...and this under the most trying outdoor operating conditions. Actually 7 out of 10 new Drive-Ins install Super Snaplite Lenses...and more and more established Drive-Ins are turning to Super Snaplites. Ask for Bulletin No. 212, it gives you complete information on these lenses.

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New York Office: 30 Church Street, New York 7, N. Y.



## A Review of 1954 By TOA Research Committee

**A** YEAR AGO at this time the industry was greatly concerned whether third-dimension would prevail and if changes could be made to revive it. History now shows that presently third-dimension viewed by glasses is on the way out.

We also were greatly concerned about the requirement of stereophonic sound for the running of CinemaScope pictures. The committee had many discussions with the leading distributors in the industry and believe that through the combined efforts of the Research Committee, as well as the officers and Board of Directors, were able to clarify the problem at hand which eliminated the requirement of stereophonic sound for the showing of CinemaScope pictures. It is our belief that magnetic reproduction was a great step forward in bringing better sound to our audiences and we are grateful to the pioneers of this system. Yet we still believe each exhibitor should have the right of deciding on what equipment he should have in his theatre and this should not be dictated by the distributor.

Presently, any and all theatres can run CinemaScope pictures provided they have the proper optical system. Considerable pressure is still being brought on the film companies to release CinemaScope pictures in the standard ratio so that investment is not necessary for anamorphic lenses. This problem pertains mainly to small theatres and many drive-ins. It is our belief that it is not economically practical for an exchange to have prints on a picture with full magnetic CinemaScope, single track and optical CinemaScope, as well as the standard prints, which means an exchange would have to carry four different types of prints for such an attraction.

Lens manufacturers must take note that because of large screen projection more consideration should be given to what was in the past considered normal aberration tolerance. Corrections for astigmatism and chromatic and spherical aberrations can

be made for present lenses at a nominal cost. This correction will aid considerably to help bring a good wide screen picture to all theatres in nearly any seat in the auditorium.

Many exhibitors have been experimenting with optical CinemaScope prints to find out if they can change the ratio of 2.35 to 1 in order to better fit the size screen they might have in their auditorium or drive-in. We believe nearly every theatre that does have a problem of screen size and is desirous of a 2 to 1 picture, or less, can properly accomplish this by changing aperture plates. Aperture plates of .715 by .715 will give you a 2 to 1 picture and actually has a larger light area than the standard aperture now used. This can produce a better light on the screen than you would have with even a smaller picture.

All of us in the industry continue to be enthused with the new developments that have the attention of all the production companies in Hollywood. During this past year new lenses for Hollywood's cameras have been developed that will give better and sharper pictures. Eastman, as well as other companies, has improved its film so that there will be more depth of focus in your future color pictures. VistaVision, developed by Paramount, which is available to all studios at no cost, again is an improvement that your public will recognize. MagnaScope, now being developed by Todd A-O, also will prove to be a technique to advance the science of motion pictures. Presently the MagnaScope Company is contemplating a few limited runs in most of the key centers but pictures made by this system can easily be reprinted for the general market.

We are sure that the future in the motion picture industry will be bright for all of us because the studios now realize that technical changes and improvements have to be made so that our industry will survive.

The highlight brightness is approximately five foot-lamberts on an embossed aluminized screen. The combined kinescopes and optical systems utilize the full bandwidth of the color television signal.

The experimental color system, which can also be used for theatre projection of black-and-white television pictures, is basically similar to RCA's monochrome theatre system, he said. However, whereas the latter utilizes a single optical system, the color projector employs three 26-inch Schmidt-type optical systems—one for each of the three primary colors, red, green, and blue. In addition, the color system requires a decoder, two additional video amplifiers, and increased scanning power.

The decoder is the heart of the theatre color TV system, Volkmann explained. It "extracts" the color information from the incoming video signal and combines it in proper proportion with the brightness information in the video signal to form the red, green, and blue signals. The red, green, and blue outputs drive the theatre system equipment's three television picture tubes.

## Theatre Color TV System Developed

**LOS ANGELES**—Development of an RCA theatre color television system which projects large-screen television pictures in sizes up to 15 by 20 feet was described by J. E. Volkmann, engineer of the Radio Corporation of America, in a paper delivered before the meeting of the Society of Motion Picture and Television Engineers, in the Ambassador Hotel.

The paper, entitled "Large Screen Color Television Projection," was prepared by L. L. Evans and R. V. Little, Jr., engineers at RCA's Camden, N. J., plant.

The theatre color-TV equipment, developed out of the research which led to development of the RCA compatible color television broadcast system, is already being used for demonstration and study purposes by the National Broadcasting Company at its Brooklyn, N. Y., color studio, Volkmann said.

The new system projects theatre-size color television pictures with good resolution and highlight brightness, he said.

## Plywood In Theatres

(Continued from page PT-10)

and to use nothing but the best materials, carefully regarding directions as to mixing, thinning, and drying time for each coat.

Interesting textured effects can be obtained with stippling paints, either flat or gloss. This type of finish is easy to apply and covers minor imperfections. For cabinet doors or other surfaces which require frequent cleaning, washable paints or enamels are recommended. Here are the basic steps to follow when painting or enameling plywood:

1. Fill open surface areas with wood putty or dough. Sand lightly and dust clean. For additional smoothness, panel edges can be coated with surfacing putty or wood putty. Apply a thin layer and sand smooth when dry.

2. Brush on flat paint or enamel undercoat. Cover sides and edges. If you discover any unfilled surface blemishes, fill with spackle when coat is dry. Sand lightly and dust clean.

3. Apply second coat of undercoat. For high gloss enamel finish use undercoat mixed of equal parts flat undercoat and high gloss enamel. For semi-gloss or flat finish, use undercoat tinted to approximate shade of finish coat. Sand lightly when dry.

4. Apply final coat as it comes from can. This coat as well as preceding coats may be thinned slightly with turpentine or thinner to get better bushability.

A two-coat system consisting of prime and finish coats may also be used.

Textured surfaces may be obtained by priming as in Step 2 above, followed by a heavy coat of stippling paint. The paint coat may then be textured with a stipple brush, roller or sponge.

If water thinned paints are to be used, the plywood should first be sealed with a clear resin sealer, shellac or flat white paint to prevent grain raise. The paint should then be applied according to manufacturer's directions for a sealed surface. If slight grain raise is not objectionable, seal coat may be omitted.

Light stain glaze, bond, wax stain and dark stain finishes are also very effective on fir plywood. These all subdue the grain pattern of the wood and yet retain its natural warmth and character. Plywood should first be sealed with clear resin sealer before dark stain is applied.



Although it is not probable that this plan will catch on, Norman A. Bonneau, operator of the Parkway Drive-In, Bartlettboro, Vt., has built a motel nearby with picture windows and speakers enabling customers to view program from cabin.



## *This and That Around the Trade*

The Raytone Screen Corporation, Brooklyn, N. Y., recently announced the appointment of Samuel N. Saiia, of Buffalo, N. Y., to its sales staff. Saiia has had eight years of experience selling intangibles, and was the New York State Industrial representative for several eastern paint corporations. He spent two years with an eastern screen company, and resigned to join Raytone . . .

. . . Filmack Trailer Company, Chicago, is providing exhibitors with a new brochure that shows merchants exactly what their Holiday ads and greetings will look like on the screen, according to an announcement from Irving Mack, president. This brochure shows no prices, and is aimed directly at the merchants, making the theatremen's selling job easier, according to the firm . . .

. . . Development of "noise-free" light bulbs for use in motion picture and television studios was revealed by the General Electric Lamp division. The noiseless incandescent lamps are expected to improve the audio portion of sound in theatres by eliminating the hum ordinarily found in the high wattage bulbs necessary for proper lighting effects in the studio . . .



Carl S. Hallauer, newly-elected president of the Bausch & Lomb Optical Company, Rochester, N. Y. Hallauer, who started his business career as a newsboy when he was orphaned at the age of nine, has been executive vice-president of Bausch & Lomb since 1952. He is also president of Bausch & Lomb, Ltd., of Canada, and Brazil, the firm's South American subsidiary.

. . . The Kollmorgen Optical Corporation, New York City, is offering a new catalog on the firm's line of projection lenses, and features the new high speed f/1.7 Super Snaplite lenses. The catalog also contains a handy screen chart for easy figuring of proper focal length lens for any installation . . .

. . . The Cine Revolucion Theatre, in Mexico, has ordered one of the largest wide screen installations on record from the Raytone Screen Corporation. The Raytone Hilux all-purpose screen will measure over 2,000 square feet, and after installation is completed, it is reported that the actual picture area will measure 29 by 72 feet . . .

. . . A special delegation of Altec Service Corporation representatives attended the recent convention of the Motion Picture Exhibitors of Florida, at the Roosevelt Hotel, Jacksonville, Fla. Included were Marty Wolf, assistant sales manager from New York headquarters; M. G. Thomas, division manager from the Atlanta area; and Bruce Newborn, Atlanta branch manager . . .

. . . The firm of John and Drew Eberson, New York, was commissioned to design three theatres in Central America for Teatros De El Salvadore, S.A., according to Drew Eberson, noted architect. The theatres will be operated by a group headed by Louis Poma . . .

. . . A revised and up-to-date edition of the installation manual for CinemaScope was recently issued by the Research and Development division of 20th-Fox. The booklet contains an entire new section dealing with the demagnetization (de-gaussing) of magnetic stereophonic sound equipment . . .

. . . Altec Service Corporation is issuing a new two-color eight page booklet explaining its sound services.

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## New Sound System From Ampex

REDWOOD CITY, CAL.—A motion picture theatre sound system capable of reproducing CinemaScope magnetic stereophonic sound, single track magnetic sound, single track optical sound and Perspecta-Sound is now being marketed by the Ampex Corporation, it was reported.

In announcing the availability of the new combined optical-magnetic system, Jim Mahon, theatre equipment sales manager, said the price for a complete system, including all facilities for three-track CinemaScope sound, was about equal to the cost of simply replacing the aging single track optical sound systems still used in many theatres.

"For little more than what he spends in replacing worn-out optical sound equipment with modern high fidelity amplifiers and speakers, the theatre owner can now have facilities for playing every type sound track in existence," Mahon said. "The new Ampex optical-magnetic system replaces all sound equipment currently in the booth except the optical

soundheads and the power supplies for the photo-electric cells."

As supplied by Ampex, unless specially ordered, the system does not include the integrator needed for Perspecta Sound. However, complete switching facilities for Perspecta are provided so that only the addition of the integrator is necessary, should the theatre owner wish to use that medium, it was said.

A single box mounted on the front wall of the projection booth provides facilities for selecting magnetic, optical, Perspecta or phonograph sound; for changeover between projectors, and for controlling sound volume.

## A Ship-Shape Drive-In

(Continued from page PT-14)

the front of the tower in the center. The painting measures 45 feet high, 60 feet long, and is completely outlined and lighted with neon tubing. In addition tubing overlays, shaped into waves and connected to flashers, bring about the realistic effect of waves beating against the ship.

On the face of the entrance and exit canopies, which extend from both sides of the tower, are yellow porcelain-enamel facias. These consist of three rows of lamps. They have four-inch centers wired to high-speed chaser-flashers to give light action which flows out from the screen tower. The porcelain-enamel entrance and exit signs are lighted by neon tubing mounted on top the canopies.

The huge, two-sided attraction board in front of the screen tower has an overall length of 45 feet. The height is 34 feet and the flag pole supporting the Jolly

Roger flag is 60 feet. The changeable-letter section of the attraction board has six lines of letter space and is lighted from the inside by 784 feet of 24-millimeter, 4500 degree white tubing powered by 1500-volt, 120-milliamper lighting transformers. The Jolly Roger letters at the top of the attraction board are three feet six inches high with a neon outline. Three rows of lamps on high-speed chaser flashers border the glass panel. The base of the attraction board is enclosed by an eight-inch-thick, yellow-hued brick wall that provides a storage room for the letters. The frames, glass and letters for the changeable-copy display were furnished by Wagner Sign Service, Inc.

The refreshment stand building, which measures 80 by 70 feet is operated by the Michigan Confection Cabinet Corporation. Forbes, cabinet designer of Oak Park, Michigan, designed the equipment and planned the layout. The 80-foot main counter is divided into six separate serving units equipped with stainless steel. The theme of the Jolly Roger has been followed throughout in both color scheme and display. The counters have Formica covers of various shades of blue and yellow. The attractive, wood-paneled back wall is coral and blue.

In front of the 55-foot viewing window is a special, 26-foot, curved counter where candy, soft drinks, and buttered pop corn are sold. The floor of the concession area is of beautiful mosaic, glazed tile.

This same building also houses the projection booth and the rest rooms. The rest rooms are completely modern with glazed tile walls and floors.

The entire theatre area, all beautifully landscaped, is enclosed by an eight-foot-high, all-aluminum fence.

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Managers and heads of recording departments from some of Westrex Corporation's subsidiaries in Europe, Africa, Australasia, and Latin America recently attended a conference in New York, according to E. S. Gregg, president of Westrex. The above photograph shows Gregg describing the multi-channel amplifier system which is part of the new equipment for theatres recently developed by Westrex. The Westrex representatives from abroad attending the conference are shown, from left to right: J. A. Todd, recording manager of Westrex Ltd., England; J. Cuevas, manager of Westrex, Brazil; J. Y. Abe, director and assistant manager of Westrex Company, Orient, Japan; P. Amourgis, manager of Westrex Company, East, Egypt; R. Senechal, head of recording department of Westrex, France-Belgium, France; M. Storms, II, manager of Westrex Company, Caribbean, Venezuela, behind R. J. Hortis, manager of Westrex Company, Argentina; W. E. Kollmyer, manager of Westrex Australia Pty., Ltd., behind K. Kagara, recording engineer of Westrex Company, Orient, Japan; O. J. Forest, manager of Westrex Company, Caribbean, Trinidad; W. De Mello, manager of Westrex Company, Caribbean, Cuba; Gregg; and C. Adlerstrahle, manager of Westrex Scandinavia, AB, Sweden.

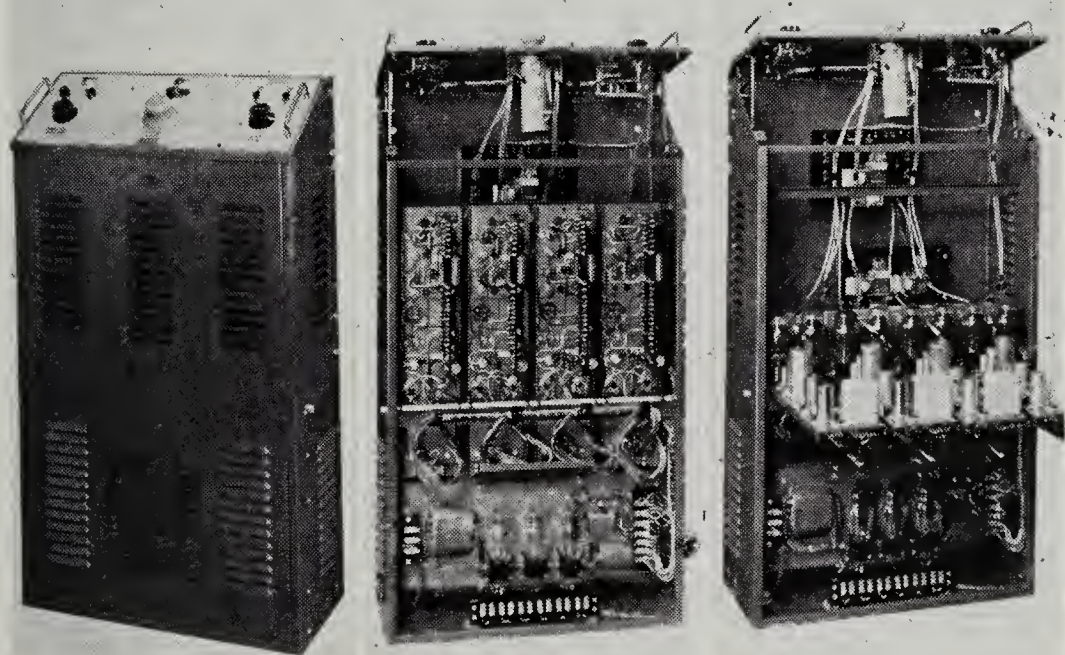


## Altec-Lansing's Low Cost Sound System

NEW YORK—A new stereophonic sound system which provides complete amplification, changeover facilities, and all controls necessary for either three or four channel installation in one unit, was announced by the Altec Lansing Corporation.

Known as the Altec S-15, the system features simple switching which provides either magnetic equalization or optical equalization for use with Perspecta Sound. The S-15 is said to have sufficient power for theatres seating as many as 1200, and can be used with additional power amplifiers to provide an economical and compact system for larger theatres.

Installation of the new system is simple, and the unit is compact enough for mounting between machines or anywhere in the booth, either on the floor or attached to the wall. Since the entire system is said to be complete, connection of the input to "penthouse" reproducers, output to stage, auditorium and monitor speakers, and power supply to AC connection places the S-15 in immediate operating condition. To assure maximum quality, simple screwdriver adjustment for low and high frequency equalization are provided on each amplifier, according to the manufacturer.



Seen here are three views of the new Altec single unit stereophonic sound system.

The operating controls consist of: main power switch, fuse and pilot light; changeover switch; stereo and optical switch with indicator lamps; main gain control (Daven step type with three sections driven by common shaft); surround speaker gain control and monitor speaker selector.

Push button stations with indicator lights are provided for remote machine and system changeover. The top panel, containing all the controls, is slanted for good visibility. It is hinged for access to tubes and components. In addition, the amplifiers can be removed and replaced in three minutes, it is claimed. The power supply, common to all amplifiers, has a choke input filter for good regulation, with three parallel rectifier tubes providing a large safety factor and long life.

The S-15A system contains amplifiers for three channels only but is wired so the fourth surround channel may be added at any time. The S-15B is fully equipped for four channel stereo.

## Fairchild Recording Company Makes Personnel Changes

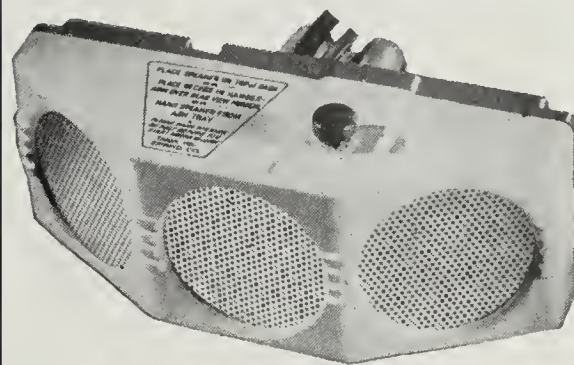
WHITESTONE, N. Y.—Two personnel changes were announced by Ray F. Crews, executive vice-president of Fairchild Recording Equipment Company.

Frank G. Mullins, Jr., has joined the company as manager of Engineering and special counsel. Mullins was formerly with the Electronic division of Westinghouse Electric Corporation in Baltimore, Md., and holds an Electrical Engineering degree from the University of Alabama. In addition to graduate work at Carnegie Institute of Technology, he has a law degree from the University of Maryland and is a member of the Maryland Bar. His

extensive background in development and design of both commercial and military equipment coupled with his past administrative direction of major projects in these fields will aid in the firm's expansion and development.

Robert J. Marshall has been promoted from chief engineer to head the recently established New Product Development group. Planned to coordinate the firm's expansion in new products, Marshall will be responsible for analyzing and making recommendations for a wide variety of new products under consideration for manufacture and sales. Marshall has had a varied background in both audio and motion picture work and holds a number of patents in these fields.

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Wide-screen, multi-channel sound needs "Stereo 3" for the glorious, awe-inspiring dynamic range of Stereophonic Sound production.

Also available: "The Star" \$5.50; "Universal" \$7.60; "Stereo 2" \$12, and the famous "Glow-Top" illuminated junction box.

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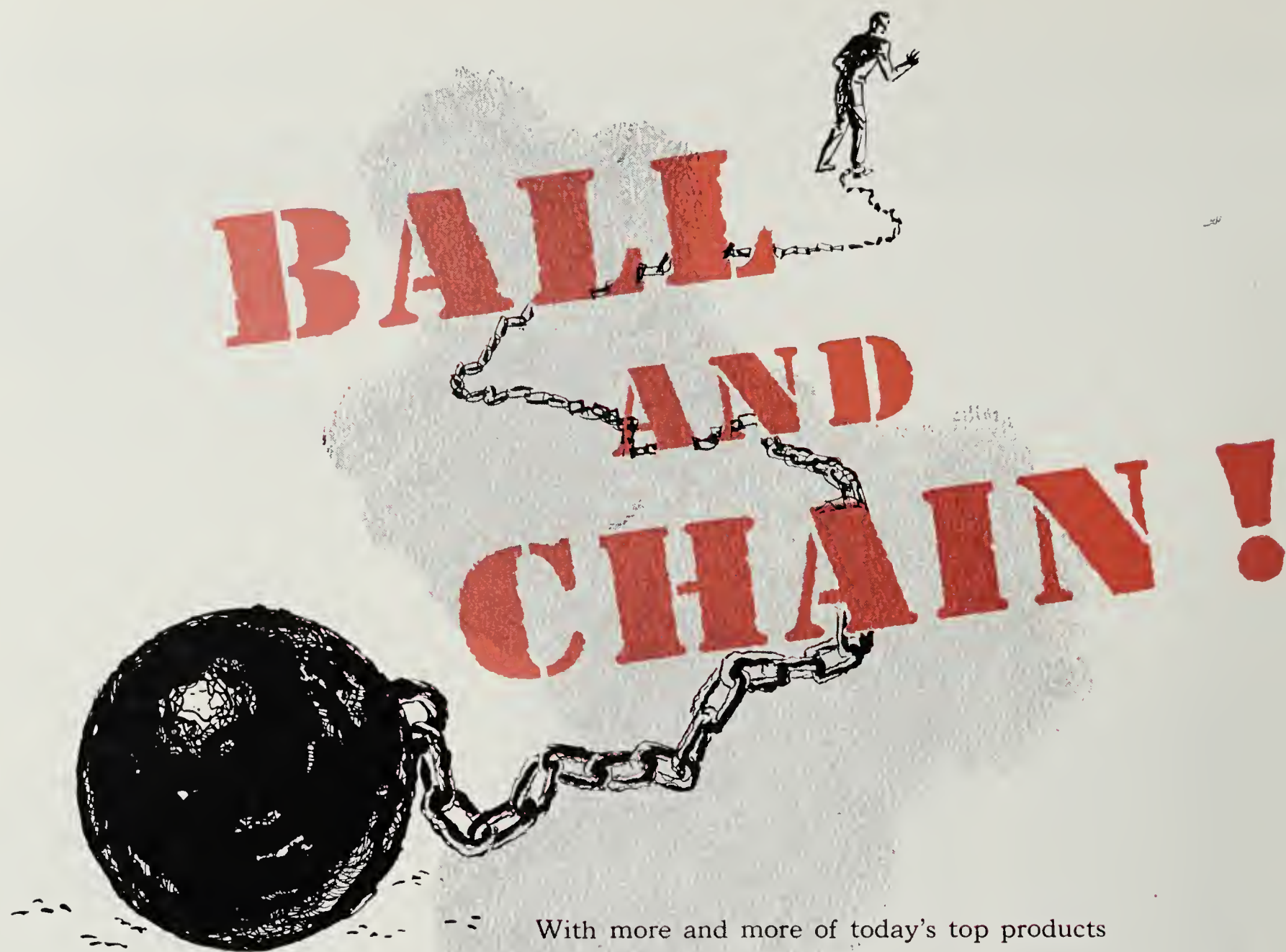
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## BRANCHES

## Atlanta

President Arthur C. Bromberg, Allied Artists Southern Exchanges, and Mrs. Bromberg were in at the local branch for a visit. . . . President William Richardson and Jimmy Bello, sales representative for Astor and Capitol, checked in at the office from Tennessee. . . . Lenord Burch, branch manager, United World Films, was back from Tennessee.

Fred Schram, former northern Ohio Independent film distributor who retired from all film activities about eight years ago, died at his home in Fort Lauderdale, Fla. In 1929, Schram and Nate Schultz, now Allied Artists franchise owners, were the first distributors of Disney cartoons. . . . Jimmy Bello, Astor and Capital sales representative, was on a tour of Florida.

Charlie Callaway is new owner, Elite, Decatur, Ala. . . . Stella DeFour is new in the office of U-I. . . . The stork passed over the home of Mr. and Mrs. Claude H. Coley, Jr., and the David L. Hardgreys. Both are with Benton Brothers Film Express. . . . On the Row visiting were Paul Englar, Birmingham, Ala., and W. T. Snelson, Co-At-Co, north Georgia.

The Alabama Supreme Court, Birmingham, Ala., has upheld the constitutionality of a municipal tax on theatre admissions. Bessemer Theatres, Inc., operators, State and Grand, Bessemer, Ala., had challenged the validity of the tax, which amounts to one cent on admissions of 10 to 15 cents and two cents on tickets costing more than 15 cents. The Supreme Court held that the tax was not discriminatory against theatre owners.

Lumbee Theatres has been granted a charter of incorporation to establish, own, and operate a theatre in North Carolina. Listing authorized capital stock of \$100,000, incorporators are D. L. Lowery, C. E. Lowery, and James N. Lowery.

Fred McLendon's Lilfred, Union Springs, Ala., has put in a Tuesday night quiz program. The prize each week will be \$100 or more. . . . Wilder S. Funk, manager, Star, Moncks Corner, S. C., has installed wide-screen. . . . Max Fletcher, manager, Fendley Drive-In, and Betty Henderson were married in Andalusia, Ala.

Prichard Hobson was appointed as booker at Republic, and back after a spell with Exhibitors Service Company is Frances Hopkins. . . . Tobe Karrh, Dixie Amusement Company, Swainsboro, Ga., was in for a visit. . . . Felton Jarvis, son of John Jarvis, district manager, IFE, was in for a visit from the marines.

## Charlotte

Queen City Booking Service reports that C. B. Seats, Seats, Yadkinville, N. C., was in discussing product and bookings. . . . E. B. Robinson, Montivista Drive-In, Gastonia, N. C., announced the marriage of his daughter, Iris Marlene, to A. B. Nivens.

Bill White, Southeastern Theatre Equipment Company, reported the following new help in his office, Harriet Bryant and Mary K. Webster. . . . Carl Ogburn, branch manager, Republic, Jacksonville, spent Thanksgiving here with his brother. . . . Dave Williams, sales manager, IFE, was in screening some of his product for the trade and looking for office space and a booker to manage same.

Scott Lett, sales manager, Howco Productions, Inc., announced the opening of a new film exchange in Memphis, The Howco Exchange of Tennessee, Inc. W. C. Kroeger has been named manager, Kroeger has had wide experience in both the distribution and exhibition field and is well known to the trade. The Howco exchange will distribute the current and forthcoming releases of Howco Productions, Inc., Filmmakers Releasing Organization, and Samuel Goldwyn reissues.

S. J. Workman, owner, Hollywood, Woodruff, S. C. and the White Horse Drive-In, Greenville, S. C., who is also district highway commissioner attended the national highway commissioners association meeting at Seattle.

Oscar A. Kafer, 82, who was manager, Masonic, New Bern, N. C., for 37 years before he resigned, is in the hospital. O. A. Kafer, Jr., is now managing the theatre.

Seen on the Row were Sam Bogo, Batesboro, S. C.; Ben Allen, Victory, Greensboro, N. C.; Cliff Allred, Manley-Burch Company; Joe Accardi, Skyline Drive-In, Morganton, N. C.; R. D. White, Shallotte, Shallotte, N. C.; Jimmie Earnhardt, Taylors, Edenton, N. C. . . . J. C. Green, Barnchville, S. C.; J. W. McMillan, Latta, Latta, S. C.; Rudy Howell, Howell Theatres, Smithfield, N. C.; Fuller Sams, State, Statesville, N. C.; J. T. Green, Playland, Elloree, S. C.; Alga Green, State, Timmons ville, S. C.; Lyle Wilson, Peoples, Roanoke Rapids, N. C.; Roy Champion, Pine Valley Drive-In, Wilson, N. C.; Tom Britt, Starlite, Laurel Hill, N. C.; Theo Albright, Ritz, Newberry, S. C.; Jodie Holland, Lyman, Lyman, S. C.; George Whitlay, LaurMax Drive-In, Laurinburg, S. C.; Mr. and Mrs. Vernon Lowder, Raeford Drive-In, Raeford, N. C.; Tig Kirby, Kirby, Roxboro, N. C.; J. C. Wellons, Skyvue, Fayetteville, N. C.; S. J. Workman, Hollywood, Woodruff, S. C.; H. G. Myers, Pastime Amusement Company, Charleston, S. C.; F. S. Funk, East Main Drive-In, Lake City, S. C.; J. N. Wallace, Skyvue Drive-In, Sumter, S. C.; Carl Andrews, Sunset Drive-In, Sumter, S. C.; Kenneth Richardson, Oconee, Seneca, S. C.; W. H. Patrick, Rock Hill Drive-In, Rock Hill, S. C.; Ed Bowman, Carolina, Orangeburg, S. C.

## Jacksonville

Winner of a humorous "Beau Brummell" Oscar at the MPEOF convention was Bolivar Hyde, Lakeland, Fla., general manager, Talgar. It was presented at the closing banquet by Claude Lee, New York, MPA executive, after Jack Weiner, MGM publicity man serving as sole judge, had decided on the winner.

Registering for the MPEOF sessions on the last day were Louis Leffler, Stein Theatres, this city; Robert R. Partlow, Kuhl Avenue, Orlando, Fla.; Mrs. Buford Styles, U-I, this city; Ed McLaughlin, Paul Hargette, and C. J. Galloway, all of U-I, this city; and Mr. and Mrs. R. E. Martin, Martin Theatres, Columbus, Georgia.

Elected to the MPEOF board of directors for the second Congressional district were local men Louis J. Finske, vice-president, Florida State Theatres; C. H. Deaver, manager, Normandy Twin Outdoor Drive-In; and Fred H. Kent, head, Jacksonville Theatre Company.

An invitational screening of "There's No Business Like Show Business" was planned for Dec. 9 at the Florida by the 20th-Fox staff. . . . Johnnee Sims took Betty Lawrence's place as a 20th-Fox secretary. . . . 20th-Fox auditor George Cooper arrived for a lengthy stay. . . . The first CinemaScope program at the San Marco, managed by Al Hildreth, was presented. . . . FST's Christmas party was planned at the Atlantic Beach Hotel on Dec. 18.

The Junior Chamber of Commerce was aided in its "toys for tots drive" by George Krevo, manager, Palace, who provided a special kiddie matinee with one new or used toy as the price of admission.

A total of 55 Georgians, with theatre owners in the majority, showed up for the MPEOF convention. The delegation was headed by E. D. Martin, TOA president, and J. H. "Tommy" Thompson, head, Motion Picture Theatre Owners of Georgia. . . . Coming to the convention from the TOA office in New York were Alfred Starr and Dick Pitts.

Visiting here booking and buying were James Biddle, Jay, Jasper, Fla.; Harold D. Popel, who has a circuit of four theatres in the West Palm Beach, Fla., area; J. V. Lawton, formerly of Baton Rouge, La., who recently purchased the New, Palatka, Fla., from Harry Dale; Courtney Mutter and Bill Durkee, Orange Lake Drive-In, Orange Lake, Fla.; and R. C. Mullis, Cedar Key Theatre, Cedar Key, Fla.

## Memphis

Lloyd T. Binford, 88-year-old chairman, City Censor Board, has banned a reissue of "Saratoga Trunk" because Ingrid Bergman is in it. He told the Warner exchange that the board had "banned forever" any Bergman picture, regardless of content, because it disapproved of her private life.

Stacy Wilhite, president, Tennessee Theatre Owners Association, a TOA





Seen at the recent largest annual convention of the Motion Picture Exhibitors of Florida, Roosevelt Hotel, Jacksonville, were, in the usual top to bottom, left to right, order, a view of the gathering of more than 500 who turned out for the most successful affair; Bill Beck, Jacksonville, chairman, at the speakers' stand, praising members of his committee for handling the record turnout; the MPEOF officers for 1955, front row, left to right, B. B. Garner, Lakeland, treasurer; Jerry Gold, Pahokee, president; and Bill Beck, Jacksonville, secretary; and, back row, left to right, Mark Chartrand, Miami, TOA representative; Jimmy Biddle, Jasper, vice-president; Pete Sones, Tampa, vice-president; Bob Daugherty, Haines City, vice-president; Mark DuPres, Jacksonville, vice-president; and Horace Denning, Jacksonville, chairman of the board; a group of Florida State officials at the gathering with Louis J. Finske, vice-president, back row center, flanked by, left to right, Bob Harris, head, confection sales; French Harvey, Daytona Beach city manager; James L. Cartwright, central Florida district supervisor; and Bill Duggan, manager, Florida, West Palm Beach; while kneeling are, left to right, Joe Taylor, manager, Hillsboro Drive-In, Tampa; and Bill Fegenbush, head, FST art shop, Jacksonville; Bolivar Hyde, Lakeland, head, nominating committee, addressing the meeting as Congressman Charles Bennett, Jacksonville, seated, listens; and Herbert Barnett, Society of Motion Picture and Television Engineers, speaking on "Technical Problems Facing The Industry," while, seated, left to right, are Jim Partlow, Orlando, seminar chairman, and Jack Braunnagle, head, Commonwealth Theatres, Kansas City.

affiliate, announced that a series of regional meetings had been held by that group. Brian Gooch, Selmar, Tenn., was chairman of a meeting at the New Southern Hotel, Jackson, Tenn.; J. A. West, Memphis, was chairman of a meeting at the Variety Club in the Gayoso Hotel here; Morton Tune, Shelbyville, Tenn., was chairman of a meeting at the Hermitage Hotel, Nashville, Tenn.; Wilhite, Cookeville, Tenn., was chairman of a meeting at Tennessee Tech Cafeteria, Cookeville, Tenn.; and Walter Morris, Knoxville, Tenn., was chairman of a meeting at Brown's Cafeteria, Knoxville. Every exhibitor in each of the areas named was invited to attend the

meeting in his area. Wilhite; Tune, vice-president; Morris, TTOA representative to TOA; and George Gaughan, TOA field representative, attended each meeting. The meetings served as the launching point for an all out drive to prevent any additional tax burden being placed upon the Tennessee Theatre Owners during the 1955 session of the legislature. It has been recommended by the Legislative Council that an additional one percent gross tax would be helpful in meeting the state's tax needs. Also discussed was a report from the TOA convention, with a full explanation of the proposed exhibitor production finance company; methods to be adopted to

secure some relief from oppressive film rentals; and other subjects of vital importance to Tennessee theatre owners. The agenda for each of the meetings included discussion on the threat of an increase in the state gross tax; opinion on government control of film rentals, etc.; exhibitor financing of production to increase number of pictures; a full explanation of TOA activities in this field; arbitration; and unification.

Visitors on the Row were Norman Fair, Fair, Somerville, Tenn.; E. B. Fritz, Waldron, Union City, Tenn.; W. L. Landers, Landers, Batesville, Ark.; R. B. Dossett, Lakeside Drive-In, Starkville, Miss.; W. H. Gray, Rutherford, Rutherford, Tenn.; T. A. Ray, Calico, Calico Rock, Ark.; Ben Huffer, Clinton, Clinton, Ark.; Gene Higginbotham, Melody, Leachville, Ark.; Victor Webber, Center, Kensett, Ark.; W. Bedford, Marion, Hamilton, Ala.; Omega Decker, Ritz, Manila, Ark.; and Clara Mae Davis, Globe, Drew, Miss.

It's stardom for WOMPI's Katherine Randle, United Artists. She's been on television. Slapstick comedy will be her dish. Katherine appeared on "Channel 5 Club" as a representative of the American Business Women's Club.

## New Orleans

Louis L. Rosen, civic leader and one of the city's leading attorneys, passed away following an illness of one month. He was 54. He was a member of the board of Motion Picture Advertising Service, United Film Screen Service of Kansas City, Richards Center, and attorney for the New Orleans chapter of the Variety Club.

Crales G. Davis, 69 well-known theatre architect, died. Davis planned, designed, and supervised the construction of E. V. Richard's Paramount-Richards Theatres, in Louisiana and Mississippi; Southern Amusement Theatres; and those of Dixie Theatres Corporation.

Louis J. Boudreaux, 58, died. One of the city's first motion picture machine operators, he was a member of Local 293 IATSE, which he helped organize. He was at the Saenger from the day the theatre opened 27 years ago.

Our sympathy is extended to Eldon Briwa's family and father George in the loss of Mrs. George Briwa. Eldon Briwa is associated with L. C. Montgomery, Bri-Mont Booking Service. . . . Ernest Clinton, Clinton Theatres, Monticello, Miss., was in on a buying and booking trek.

Twentieth-Fox's trade screening in the exchange projection room was "Devil's Harbor." . . . Rose Marie McCaffery won the \$100 savings bond in "The Last Time I Saw Paris\*" puzzle cotest, sponsored by St. Claude Avenue merchants.

WOMPI NEWS: Dec. 10 is big dance night at the American Legion Hall. Proceeds will be shared equally for service projects and national convention expense. . . . The Christmas orphans' benefit show will be staged at the Imperial on Dec. 18. . . . Another helping



hand suggested by the committee is to bring cheer to the old folks in the care of the Little Sisters of the Poor, a non-sectarian organization. . . . Amanda Gaudet, chairman, Ways and Means Committee, is in charge of taking orders for fruit cakes. The club will realize 20 cents on the dollar. . . . Virginia Merrick, MPA, vacationed at the home in Eldorado, Ark. Her sister returned with her. . . . Vivian Marlborough, MPA, returned from a vacation trek through Alabama, Georgia, Kentucky, Tennessee, and Ohio. . . . Mr. and Mrs. John Lewis Herbert are the proud parents of a baby boy. Mamma is a former employee of U-I and known as Camille. . . . Anita Gibson, 20th-Fox, is home from the hospital recuperating after undergoing surgery.

Seen on the Row were Ira Olroyd, Teche, Franklin, La.; Milton Guidry, Nona, Lafayette, La.; F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin Theatres, Vacherie, La.; Mayor Lew Langlois and son L. J., Jr., Alamo, and Star, New Roads, La., and Alamo, St. Francisville, La.; Doyle Maynard, Don, Natchitoches, La.; and Jimmy Thompson, Alexandria, La.

Joy N. Houck, president, Joy's Theatres, Inc., and co-chief, Howco Productions, Inc., and Howco Film Exchanges in the southern territories, returning from Hollywood, proudly announced that Clyde Joy Houck, their five-year-old son, is making his screen debut in "Kentucky Rifles," a Howco Production produced by Carl K. Hittleman.

Tom Neely, Sr., manager, National Screen Service, reported that they furnished new Walker screens and projection lenses recently installed in the Circle, Gonzales, Gonzales, La.; Wisner, Wisner, La.; Gem, Prichard, Ala.; Paramount, Alexandria, La.; Davis, Bossier City, La.; and Pix, Collins, Miss. Cinema-Scope equipment and Walker screens are in the Regina, Mize, Miss.; Melroy, Taylorsville, Miss.; Trio, Zachary, La.; and Regina, Baton Rouge, La.

Neil H. Mixon has slated Dec. 4 as the closing date of the Mixon's Drive-In, Amite, La., with reopening set for Feb. 26. . . . Billy Fox Johnson has taken back the Fox, Pollock, La., which he will reopen on or about Dec. 3. It was closed some time during the summer by lessee Earl Baker. . . . Len W. Stevens has changed his mind about closing the Legion Drive-In, Coushatta, La., for the winter. As long as the weather remains mild, he will continue to operate on full week schedule; after that, he will operate the outdoor theatre on Saturday nights only.

Pat Wagner, Theatre Service Company, spent the weekend in Hammond, La., for Southeastern's 1954 home coming. . . . Drive-in operators seen around were "The Yam Boys," E. R. Sellers and Milton Guidry; B. J. Keyhan, Gretna Greens, Gretna, La.; Alex Rosenthal, associated in Midway, Opelousas, La.; Mrs. E. L. Gladney, H. H. Goodwin's Rose, Bastrop, La.; Frank Corbett, Dixie, Columbia, Miss; Mike Ripps, Twin Do Drive-In, Metairie, La.; "Preacher"



Continuing its program of cooperation to the Dade County School Department, Florida State Theatres recently arranged a special screening of MGM's "Young Bess" for the 12B class of Miami Senior High School, at the request of Mrs. Sally Lou Crawford, teacher of the college English preparatory course. Seen, left to right, are Gena Swarz, Sheila Fay, Lennye Botwick, Mrs. Crawford, and Harry Botwick, Florida State Theatres district supervisor, who obtained a print of the film through the cooperation of MGM, Atlanta.

Crossley, Starlight and Original, Laurel, Miss., and Midway, West Lake, La.; Paul Schaffer, manager, Crescent, Airline Highway; C. J. Tringa, associate in the Ranch, Pensacola, Fla.; and the brothers Larry and Barney Woolner, Drive-In Movies and Airline.

Pat Downs has vacated her secretarial post at Woolner Brothers for a position with a finance company. She was replaced by Marvel Le Blanc, who was with Warners. Mrs. Isabelle Montgomery, after a brief absence, returned to Warners to take over the post left open by Miss Le Blanc. . . . R. L. Johnson, Johnson Theatre Service, is still hammering away with installations, his latest in Utica and Morton, Miss., theatres operated by Frank Glick.

Our heartfelt sympathy goes out to the Jimmy Tringas family, Fort Walton, Fla., in the loss of Mrs. Tringas' mother, who was killed Monday, Nov. 15, on her way home from Dallas after attending the wedding of her son.

UA screened "Operation Manhunt" and "The Barefoot Contessa." . . . McLendon Theatres will close the Starvue Drive-In, McKenzie, Ala., on Dec. 4 to be reopened in the early spring. . . . The new Cinema Kenner opened its doors on Nov. 25, advised Henry Raziano, head, Cinema Kenner Corporation. Yvonne Montblanc, secretary, will take over the managerial reins.

Lucille Williamson is in charge of theatre operation at Charles Waterall's Area Drive-In, Grovehill, Ala. . . . The Lynne, Brandon, Miss., which was recently closed by George Pollitz, reopened under the management of Maurice Joseph, who also operates the Grand, Jackson, Miss.

City and suburban exhibitors seen around were Bertrand Kiern, Happy Hour; Phillip Corte, Garden; Vernan Dupepe, Aereon; Alice Catalonotta, booker-manager, Fox; Paul Brunet, Dixie; Frank Ruffino, Gaeity; William Sedy, Patio; S. J. Gulino, Kenner,

Kenner, La.; and E. W. Ansardi, Buras, La.

W. F. Wofford, Union, Union, Miss., was at UA setting playdates. . . . R. V. Graber, Allied Artists home office, visited with branch manager Henry Glover and staff. . . . Raymond Gremillion, Southeastern, handled the sales and installations of wide-screens at the local Tiger and Gallo. . . . Mr. and Mrs. Ted Toddy, Jr., Atlanta, were in town in the interest of their movie-museum roadshow attraction, "Killers All."

The Delta, which has operated in Opelousas, La., for 20 years, closed for remodeling. Rene Stelly is manager for Southern Amusement Company, Lake Charles, La.

David B. Miller and Company, Lake Charles, La., are handling the reconstruction of the interiors of the 20 year old structure housing the Delta, Opelousas, La. It is one of Southern Amusement's theatres. . . . Thank you, W. H. Desforges, 20th-Fox shipping department, for your renewal subscription to MOTION PICTURE EXHIBITOR.

Joseph Barcelona, Regina and Tivoli, Baton Rouge, La., was in, as were Daryl George, manager, Don George Theatres, Shreveport, La.; Jack O'Quinn, Joy-Oke Theatres, Kaplan, La.; John Williams, Lamar, Jackson, Miss.; Mickey Versen, C-Wall, Morgan City, La.; Tom Watson, Lyric and Varsity, Ellisville, Miss.; Mrs. Bertha Foster, Violet, Port Sulphur, La.; J. A. Parker, Gordon, Westwego, La.; Al Crook, manager, Castay's Arrow; Rene Brunet, Imperial; Paul Brunet, Dixie; Frank Ruffino, Gaiety; and Gene Calongne and Jules Sevin, Bell.

C. J. "Jimmy" Briant, manager, MGM, attended the company's meeting of managers in the southern division held in chief Rudy Berger's headquarters, Washington.

Drive-in owners and managers making the rounds were Mike Ripps, Twin Do Drive-In, Metairie, La.; B. J. Keyhan, Gretna Greens, Gretna, La.; Paul Schaffer, manager, Crescent, Airline Highway; G. E. Wiltse and manager Robert Ricourd, St. Bernard, Arabi, La.; S. E. Mortimore, Lyal Shiell, and Frank Olah, Skyvue; and Ed Jenner and William Shiell, Marrero Drive-In.

G. E. Wiltse, Dallas, was here to confer with his manager, Robert Ricourd, St. Bernard Drive-In. . . . Some one here will soon own a pure-bred French poodle, naming the dog which Rodney Toups, manager, had transported to New Orleans from Paris for a contest in conjunction with the opening of "The Last Time I Saw Paris" at Loew's State.

Mr. and Mrs. Frank Olah, Star, Albany, La., visited before they went about their business, as did Stan Taylor, Crosby, Miss.; O. Gaude, Magic, Port Allen, La.; Ernest Delahaye, Gwen, Maringouin, La.; Tom Watson, Ellisville, Miss.; and Herb Hargroder, Beverly Drive-In, Hattiesburg, Miss. . . . Paul Shallcross stopped over on his way to Temple, Tex., from Mississippi to spend Thanksgiving with his family.



Connie and Milton Aufdemonte post-carded from Nassau in the Bahamas. . . . UA recently screened "Operation Manhunt."

Jimmy Thompson and Doyle Maynard acquired operation of the Don, a first-run in Alexandria, La., previously operated by the Don George, Inc., Theatres, La. Maynard is well known in the film business, both distribution and exhibition, as present operator, Don Natchitoches, La.

Donald B. Friske closed the Lake Drive-In, Lake Providence, La., for the winter. . . . Roland Hoffman, Dixie Theatres Corporation, advised that they have closed two subsequent-run theatres, the Louisiana, Baton Rouge, La., and the Folly, Crystal Springs, Miss.

June Connad, NSS booker, recently became Mrs. Morris Ackermann, and Jackie Bendich, accounting department, same exchange, is shopping around for bridal finery to fill that recently gifted cedar chest. . . . Albert P. Schultz is the new manager, Pittman's Tiger, replacing Karl Williams, who again holds the reins at the recently reopened Pitt.

The Algiers Drive-In suffered the loss of a new screen and the electrical system when a spark from a welder's torch during installation ignited the screen and spread to the fuse box which wired the speakers. Frank Lais, Jr., and Sammy Wright, Jr., are the owners. . . . Mr. and Mrs. Max Fletcher, newly-weds, spent their honeymoon here. Fletcher is manager. Martin's Fendley Drive-In, Andalusia, Ala. Mrs. Fletcher is the former Betty Henderson, Andalusia.

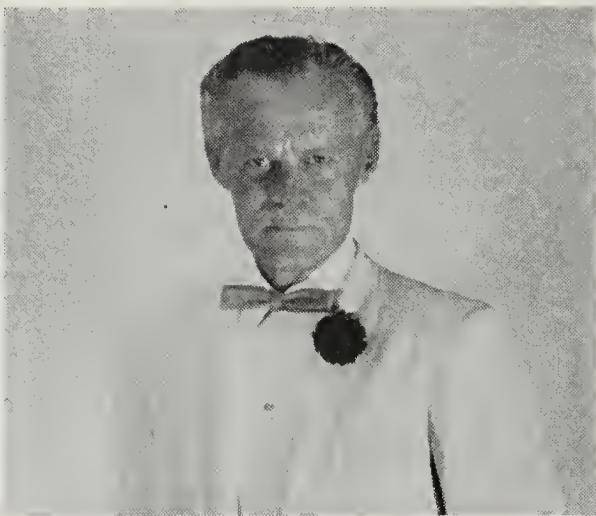
## Alabama Sheffield

T. C. Clark, member of Motion Picture Machine Operators, IATSE, Local 547, for the past 30 years, died in his sleep from a heart attack.

## Florida Miami

Elmer Radloff, comptroller, Wometco Theatres, was proud of daughter Helen Lee Radloff, who was among 16 Stetson University, Deland, Fla. students chosen for "Who's Who Among Students in America Colleges and Universities."

Rosetta Theatre, Inc., won an \$11,346 verdict from a federal jury in a suit against five insurance companies for damage to the theatre in a 1950 hurricane. Defendants in the case were Hanover Fire Insurance Company, Provident Fire Insurance Company, Caledonian Insurance Company, Queen Insurance Company of America, and Caledonian-American Insurance Company. The theatre claimed damages of \$62,061 to its walls and roof on Oct. 17, 1950. It brought separate suits against the companies, but they were merged into one case for trial before Judge George W. Whitehurst. . . . In Ft. Lauderdale, Fla., the Florida and Warner had free Christmas theatre parties for children, sponsored by the Downtown Merchants' Association.



Robert Battin, manager, Beach, Miami Beach, Fla., was recently chosen winner of the MGM "Beau Brummell" award in a contest among theatre managers in the state.

Edward N. Claughton, circuit owner, returned to his home for Thanksgiving, following hospitalization for abdominal surgery. . . . Founder members of Westview Country Club elected Sidney Meyer, coowner, Wometco Theatres, as president. . . . Among Wometco executives attending the University of Florida homecoming football game in Gainesville, Fla., were Mr. and Mrs. Sidney Meyer, Mr. and Mrs. Roy Schechter, and Mr. and Mrs. Harvey Fleischman.

W. O. Stamps, Wometco maintenance department, reports from Will Rogers Memorial Hospital, Saranac Lake, New York, that he is feeling pretty good and spending most of his time painting, including copying Grandma Moses' Thanksgiving scenes. . . . Mr. and Mrs. Herman Silverman became the parents of their first child, a daughter. He is the Wometco chief booker.

The Ritz opened with CinemaScope. . . . George C. Hoover, chief barker, Variety Clubs International, and local resident, was elected regional vice-president, United Cerebral Palsy, at the national convention in Washington. He is president of United Cerebral Palsy of Florida.

Sidney Meyer, co-owner, Wometco Theatres and WTVJ, was unanimously elected president, Westview Country Club.



Tom Rayfield, manager, Carib, Miami Beach, Fla., recently obtained the co-operation of the Coca Cola Bottling Company for putting the above "Carmen Jones" banners on all of their trucks. The cost was absolutely nothing, and the exploitation certainly helped the 20th-Fox film at the Carib, Miami, and Miracle.

For "Carmen Jones," Sonny Shepherd, Wometco district manager, had a comprehensive campaign. He secured the cooperation of Arturo de Filippi, president, Miami Opera Guild, who contacted all of his opera patrons recommending that they see the picture. Caesar LaMonaca, conductor, Bayfront Park Concert Orchestra, played numbers from the picture, making the credit announcements before the opening in the Miami, Carib, and Miracle. John Bitter, director, University of Miami Symphony Orchestra, included numbers from the picture in a University concert. All art patrons in the area were contacted through a mailing list acquired from the opera group, the concert group, the symphony group, and the University of Miami. Contacts were made with the drama groups in various schools in greater Miami. Television publicity included special presentations showing "Carmen Jones" dances and pink evening wear with a tie-up with a leading department store. Special screenings were held for all disc jockeys and also invitations sent to them to attend the opening night. In return, credit was given to the playdates whenever they played "Carmen Jones" records. Tieups were set with department stores to feature special "Carmen Jones" colors in men's wear and ladies' clothes. All ushers at the three theatres were decked with pink carnations with a silk badge advertising "Carmen Jones." A large automobile paint dealer was contacted to create a "Carmen Jones" red special painted automobile during the run of the picture. More than 50 trucks of the Coca-Cola bottling company carried banners on the backs of their trucks advertising the picture, at absolutely no cost. Stills were placed in jewelry and drug and department stores for jewelry and cosmetic tieups. Patrons were invited to play for free their favorite "Carmen Jones" record at juke boxes in the lobbies. A "Carmen Jones" sundae was created for serving in a drug store chain.

## North Carolina Durham

The Criterion, Durham, N. C., opened under new management and with entirely new personnel after having been remodeled, recarpeted, redecorated and equipped with a new wide-screen. L. C. Fitzgerald, general manager, Consolidated Theatres, Inc., said the house will offer "all first run, high type pictures which should appeal to every member of the family."

## South Carolina Charleston

The 1955 license bill just passed by City Council by unanimous vote cuts theatre license fees. Theatres, formerly taxed on the basis of one-half of one percent of gross receipts, will now be taxed on a seat basis with those of more than 1,000 seats paying \$300, those of 400 to 1,000 seats paying \$200, and those of less than 400 seats paying \$100. This license fee, it was pointed out, will be more comparable to the scale employed in other cities of proportionate size.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

Many old-timers along Film Row remembered Mrs. Ida Koverman, 78, who died in Hollywood. A native of this city, she had spent most of her life in the industry, and for 25 years had been an MGM executive.

Away for the Thanksgiving weekend were E. M. Booth, MGM branch manager, and Mrs. Booth, in Indianapolis, and Bob Laws, Columbia booker, and his wife, in St. Louis. . . . Joan Scholle, Eastern Kentucky State College senior, spent the weekend with her mother, Mrs. Mae Scholle, office manager, States Film Service.

Ben Babb, exploitation head, Selznick Releasing Company, was in to confer with local RKO and Realart officials for reissue of "Duel In The Sun," booked into houses in Columbus, Dayton, and Cincinnati. . . . National Screen Service and 20th-Fox combined to show the effectiveness of the Tushinsky Super-scope lens in the screening of "Carmen Jones" for exhibitors at the nabe Ambassador.

Exhibitors in were Raymond Young, South Shore, Ky.; Frank Yassenoff, Harry Schwartz, Jack Needham, and Bill Queen, Columbus, O.; John Gregory, Fred Krimm, Roy Wells, Allan Warth, and Lou Wentzel, Dayton, O.; John Carrey, Wheelersburg, O.; Theodore Christ, Spencerville, O.; Richard Tumbelson, Winchester, O.; William Clegg, Vandalia, O.; George Turlukis, Hamilton, O.; Hank Davidson, Lynchburg, O.; Harry Wheeler, Gallipolis, O.; Paul Orebaugh, New Vienna, O.; and Ray Friz, Springfield, O.

Herman Hunt, owner, Plaza, donated the house for a benefit show for the Variety Club Foundation for Retarded Children and Norwood Boys' Club. . . . Lloyd Krause, RKO branch manager, was in Columbus, O., on business. . . . Florence Hermann, MGM cashier, was called to Louisville, Ky., by a family death. . . . Margaret Woodruff, Columbia head booker, spent a weekend in Bellefontaine, O.

CinemaScope equipment has been installed in the Classic, Dayton, O., P. W. Suell, owner. . . . Paramount's Christmas party has been set for Dec. 22 at the Variety Club headquarters in the Netherland Plaza Hotel.

Phil Chakeres, president, Chakeres Circuit, Springfield, O., and Frank Collins, general manager, were in New York City. . . . Harold Faught, manager, Shelbyville, Shelbyville, Ky., who has been ill, is again at work, and C. A. Matthews, manager during Faught's absence, is now handling advertising and promotion for the circuit, headquartered



Three 25-year associates of Columbia were honored recently at the Cincinnati branch when Jack Cohn, executive vice-president, presented watches to commemorate the anniversaries. Recipients were, left to right, Margaret Rakel, head inspectress; Philip Fox, branch manager; and Geneva Gronotte, cashier.

in Springfield. . . . A 100-foot wide-screen is being installed at the Melody Cruise-In, Springfield, O. . . . MGM's "Julius Caesar" at a Chakeres Frankfort, Ky., house, was specially promoted among students at nearby schools and colleges. . . . Jack Finberg, UA branch manager, and family visited with Frank Collins and his family at their Springfield, O., home.

## Cleveland

Joseph Rembrandt, Center-Mayfield, and Ellet, Akron, O., suffered several broken ribs as a result of an automobile accident. . . . Jack and Ray Essick, Modern Theatres, are exploring the possibility of establishing a travel agency as a side line. Present plans are to arrange group tours on the installment policy. . . . Word comes from Kenton, O., that Mrs. Fair, wife of one of the owners, Kenton, died.

The new 1500-car Miracle Mile Drive-In, Toledo, O., was unveiled before an invited group of approximately 1,000 industry members and friends of the owners. Berlo Vending Company joined the owners in providing food and drink. Al Boudouris, Theatre Equipment Company, Toledo, promoted the project and is in charge of its operation. The theatre has complete CinemaScope equipment including stereophonic sound. It is planned to keep it open all winter. Among those from Cleveland who attended the premiere party were Tom McCleaster and I. J. Schmertz, 20th-Fox; Harry Buxbaum, Paramount; Nat Barach, National Screen Service; Ernest Sands, Warners; Justin Spiegle, Republic; and Dan Rosenthal, United Artists.

Sam Shia bought complete optical CinemaScope equipment for his Old Trail, St. Clairville, O., from Frank Masek, National Theatre Supply. . . . George Delis, general manager, Interstate Circuit, and his wife postcard that they are enjoying their visit in Greece and expect to be back home in Canton, O., very shortly.

Ted Barker, Loew publicity director, says that 992 comment cards out of about 1,000 turned in after a recent sneak preview of "The Last Time I Saw

Paris," ranged from "favorable" to "highly enthusiastic." Barker mounted the cards on a big board and placed it on display in the State lobby.

Jerome Safron, Columbia branch manager, was busy passing on to the salesmen and office staff the enthusiasm he acquired while attending the recent Columbia sales meeting in Columbus, O., where some of the new product was screened. . . . Herbert Ochs, wintering in Dania, Fla., since the closing of his Canadian drive-in circuit, is spending a couple of weeks in town to write finis to the season's operations. . . . Ernest Sands, Warners branch manager, checked into Harkness Pavilion Hospital, New York, for surgery.

## Detroit

Sam Ackerman, long time operator, Eastside, has reversed the southward retirement pattern by buying a new home here. His daughter-in-law, Mrs. Alfred Ackerman, has been in the hospital but is now home recovering. . . . Herb Steinberg was a Paramount visitor, in from the home office.

The Nick George drive-ins have moved managers around. Ben Wachansy, circuit general manager, is also acting as manager, Fort. Everett Clem is in charge of the Michigan, and Alexander Thomas is doing the honors at the Jolly Roger.

The drive-in season has been extended by the unusually warm autumn weather. . . . The Pontiac Drive-In still operates without sanction of Local 620, IATSE, who protests one man booth operation with newspaper ads. . . . Recording stars will be featured three times a week on a five show a day basis by E. B. Dudley's Garden.

Civic owner Edward Hohler has taken over the operation of the Penn, Plymouth, Mich., and the P and A, Northville, Mich. . . . Music Hall projectionist Owen Blough reports that his wife is recovering from a broken arm. . . . Sam Sanders left the Allen Park booth after many years.

United Film Service's Tom Allen completed a field trip. . . . The Roxy, Flint, Mich., is now the World Playhouse, according to Ed Johnson. . . . New car shows put Roy Ruben, Ed Prested, Ira Rottell, Sam Comella, Martin Shore, Mike Colton, and Carl Beals on the road.

Burt Ellsworth, Local 94 billposter, died at 69.

Harry Weiss has left Paramount. . . . Bill Green, Cinerama plugger, has been named delegate to the Michigan Showman's Association and attended the annual banquet in the Hotel Astor, New York. . . . The Film Exchange drug store is now the Film Exchange tobacco shop with Bertha Must the new boss. . . . The "Bob Mathias Story" will be

## FOR SALE

**Craigsville year-round Drive-In Theatre.**  
Grossed over \$35,000 last year and more this year! Netted \$6,000 by July 10 this year. For sale at \$18,000.

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Ava Gardner look-alikes recently sparked the Cleveland opening of UA's "The Barefoot Contessa," Loew's State. Thirty-three Ohio beauties made the above appealing spread in the video studios of WXBL in the competition which had \$500 in prizes.

given a state wide benefit run, helping the Olympic Fund.

## Indianapolis

Visiting exhibitors were Louis Arru, Twilight Drive-In, Louisville, Ky.; A. H. Borkenstein, Wells, Fort Wayne, Ind.; William Studebaker, Logan, Logansport, Ind.; E. L. Ornstein Circuit, Louisville, Ky.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.; J. B. Sconce, Sconce Circuit, Edinburg, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; and Nick Paikos, Diana, Tipton, Ind.

## Pittsburgh

Vareity Club, Tent 1, has elected the following officers at a meeting of the crew: chief barker, I. Elmer Ecker; first assistant chief barker, David J. McDonald; second assistant chief barker, Ray Scott; dough guy, Sam Speranza; property master, Al Weiblinger; and delegate, J. Morton Henderson.

Ray Neil, Lamp, Irwin, Pa., is scheduled to take his vacation to Miami, Fla., for the holidays. . . . Cinerama at the

Warner will reach a full year run on Dec. 8. . . . Gus Vaveris and his manager, Bob Hornig, Rivoli, South Fork, Pa., and Mundy's Corner Drive-In, attended the Pioneer's dinner honoring Si Fabian in New York.

Ralph Pew has been transferred by SW from the Arsenal to the Columbia, Brookville, Pa. . . . John Rigas, Coudersport, Coudersport, Pa., is giving a \$25 savings bond to the lucky ticket holder on his bank night. . . . John Troy, Parker, Parker, Pa., filled his theatre with women when he tied up with a beauty products company for a beauty contest show. All costs and a good rental figure were paid by the beauty company.

The installation of CinemaScope at the Blair, Hollidaysburg, Pa., will be a big event with merchants and civic groups cooperating in a full page newspaper ad. . . . The Bennett, Austin, Pa., is now operating full time and will install a wide-screen in the near future. . . . George McFadden, Rialto, Renovo, Pa., went turkey hunting but returned minus the Thanksgiving bird.

When "Susan Slept Here" played the Penn, New Castle, Pa., Sam Gould, former manager, tied in with a local dealer to advertise the mattress Debbie Reynolds slept on. Local disc jockeys played tunes from the picture in a tie-up with Coral records. . . . Al Nordquist, Main Street, Galetton, Pa., will soon leave for Canada for his annual hunting trip.

Bill Hansmeyer and his wife, Sun, Altoona, Pa., were recently in Renovo, Pa., visiting his inlaws, the McFaddens, who operate the Rialto. . . . The Beacon, which has been undergoing extensive alterations, will soon open with a new policy of art pictures, and will be known as the Guild.

Jack Judd, Columbia manager, returned from the company's convention in Chicago with great enthusiasm for the new line-up.

John H. Harris, head, Harris Theatre Circuit, had the "Ice Follies" company as his guests at a midnight screening of "Sign Of The Pagan" at the J. P.



Monumental achievements have marked each era of mankind. One such achievement within reach of future generations is the conquest of tuberculosis.

This year is the 50th anniversary of the organized fight against TB in our country. In these years the TB death rate has been cut 90%; yet TB strikes every five minutes.

It is within man's power to eradicate tuberculosis—your purchase of Christmas Seals will help to make this possible.

This year put two Christmas Seals on every card, letter, and package.

## buy Christmas Seals

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**MOTION PICTURE EXHIBITOR**



The Cleveland exchange of U-I believes in the advance promotion of the company's pictures for its exhibitor customers, and branch manager Carl Reardon recently worked up the above large bulletin board devoted to "Sign Of The Pagan."



Harris. . . . Two newcomers to Film Row at MGM are Rachele Coates, contract department, and Mary Sfarnas, billing department.

Bob Sokol, who used to be at the Penn and Ritz, here, and is now managing the Loew's Broad, Columbus, O., was gratified to know that his 12-year-old son, who was seriously injured by an auto which crashed into his bike, is now on the way to complete recovery. . . . Jerry Smith, former manager, defunct Ritz, became a bridegroom. He now manages the Loew house in Dayton, O.

The Whitehall, Brentwood, Pa., will have Santa Claus drop from the clouds via helicopter and hand out presents and then lead the way into the Christmas show. . . . Night shipping has been eliminated at the MGM exchange and inspectors are working on a staggered basis, similar to RKO and Columbia. Only one exchange, Paramount, continues night shipping.

In conjunction with the Stanley, The Pittsburgh Press will feature its second Oscar contest in mid-February. . . . Bob Kimelman, who withdrew from the industry a year ago, is back on the job in the real estate business, after being laid up with an eye virus for several months. . . . Dave Brown, former salesman, RKO, in the West Virginia territory, is returning to the booking department, replacing Marion Willette, recently resigned.

Lieutenant Morton Silverman, son of RKO manager David and Mrs. Silverman, who recently arrived in Europe, has become a traveling auditing supervisor for the army. . . . William Satori, brother of Leopold Satori, manager, SW Strand, Oakland, Pa., who is the personal assistant to the president, Allied Artists International Corporation, was in to confer with Abe Weiner, local manager, Allied Artists, on "The Bob Mathias Story."

Mountaineer Theatres, with offices in Washington, Pa., and operations in Morgantown, W. Va., received a state charter to issue stock in order to go ahead on a long range drive-in circuit building program.

John Rigas, Coudersport, Coudersport, Pa., has arranged to contact school principles within a 30-mile radius when he plays "The Living Desert." . . . Lee Conrad, Park, Meadville, Pa., is tying up with a local super market to exploit "Black Shield of Falworth."

The Moose, Hastings, Pa., recently changed hands, the new owner being Charles Gorman. . . . John Amoros has installed CinemaScope at his Baden, Baden, Pa.

Kenny Winograd is now managing the Family and Oriental, Rochester, Pa., replacing his brother Leonard, who is now a theological student at the Rabbinical School in Cincinnati. . . . Adolph Farkas, Lyric and Rialto, Johnstown, Pa., will be one of the first hunters in the woods for the opening of deer season.



Seen in front of the Circle, Indianapolis, on the recent opening day of Paramount's "White Christmas" are assistant manager Cedric Brown; manager Dal Schuder; aide Roland Dow; Kathleen Cvengros, movie editor, The Indianapolis Times; and Dave Friedman, Paramount merchandising representative.

Lou Rothenstein is installing CinemaScope projection at his Rose, Cambridge Springs, Pa. . . . Bob Hornig, Rivoli, South Fork, Pa., was recently inducted into the Motion Picture Pioneers in New York. . . . Open drive-ins are the Mount Lebanon, Route-19, Silver Lake, Pa., the Super 71 and Twin Hi-Way.

Visitors on Film Row were Stan, Jr., and Sr., Rawson, Best, Edinboro, Pa., Austin Interrante, Rowland, Phillipsburgh, Pa.; John Muller, Nu-Luna, Sharon, Pa.; Tony Colose, State, Oceola Mills, Pa.; Joe Birocco, Garby, Clarion, Pa.; Andy Biourdi, Majestic, Ellwood City, Pa.; and Chris Fourgis, Grand, Mount Pleasant, Pa.

## Kentucky Wooton

Charter of incorporation has been granted Wooton Drive-In Theatre, Inc., to operate a drive-in, listing capital stock of 113 shares at \$221 par. Incorporators are Walter Green, Wooton; W. B. Muncy, Wooton; and R. B. Muncy, Hazard, Ky., and others.

## Ohio Columbus

All four downtown first-run theatres, Loew's Ohio, Loew's Broad, RKO Palace, and RKO Grand, cooperated with the Retail Merchants' Association and the Columbus Transit Company in a nine-day "shop downtown" campaign. Theatres contributed guest tickets to shoppers who identified a "mystery shopper" who circulated in downtown stores. Campaign helped theatre grosses as well as stores.

Mrs. Ethel Miles has installed CinemaScope equipment in the Drexel, Bexley, O., suburban theatre. . . . Celina, O., has reduced its three per cent admissions tax to one and one-half per cent.

In a bulletin issued last fortnight the Independent Theatre Owners of Ohio give credit to 20th-Fox for coming through with aid to the Star, Dresden, a 146-seat house, the smallest operating theatre in the state and operated by Earl Starnier. The bulletin says, "Obviously with this small capacity, Starnier has never been able to amass

# BOXOFFICE STATEMENTS

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Among those present at the recent sales meeting of Columbia at the Blackstone Hotel, Chicago, were, left to right, C. Hill, St. Louis branch manager; H. Olshan, Milwaukee branch manager; Carl Shalit, central division manager; M. Zimmerman, Detroit branch manager; and M. Devaney, Indianapolis branch manager.

any capital. The only reason he is not hungry is because he has a job, the proceeds of which he puts into the Star to make it more attractive. . . . Having determined to avail himself of the new process (CinemaScope) Starnier requested that ITOO sell him a screen. When 20th-Fox executives were made aware of the situation they not only got him a screen, but lenses on his own terms, through National Theatre Supply Company, Cleveland. "What the public thinks" is another item covered in the bulletin, with Bob Wile, executive secretary, stating he has found they are not only interested in the new processes, but they still talk about the movies; object to some stars on moral grounds; ask where are new stars; and, frequently, why do so many theatres play the same picture at the same time?

The Ohio State Journal announced a one-cent increase in its advertising rates, effective on Feb. 1. The new rate will be 22 cents per line. Recently, The Columbus Dispatch upped its rates to 34 cents per line on weekdays and to 38 cents per line on Sundays.

Jack Stalling, Clinton, Blanchester, O., and C. D. Clark, Howland Drive-In, Warren, O., are latest new members of the Independent Theatre Owners of Ohio, according to an announcement by Robert Wile, ITOO secretary.

After spending several days in Arizona, Al Sugarman has gone to Miami Beach, Fla., for the winter. Sugarman has given up active participation in theatre interests here.

### Dayton

Vareity Club of Dayton, Tent 18, elected the following officers for 1955: Thomas Ryan, chief barker; Harry Good, first assistant chief barker; Walter Beachler, second assistant chief barker; Paul Swinger, dough guy; J. W. Collins, property master.

### Springfield

The city has repealed its three per cent admissions tax, effective on Jan. 1. Local exhibitors were behind the action.

Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
	... Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply.....	\$ .60	
	... Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
	... Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
	... Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
	... Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
	... Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
	... Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
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	... Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
	... Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
	... For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
	<b>BOOKKEEPING SYSTEM—Book:</b>		
	... At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
	... Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets.....	.50	
	<b>PAYROLL FORMS:</b>		
	... Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYE EARNINGS RECORD CARDS:</b>		
	... Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards.....	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
	... Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder. Per pad.....	.25	
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	<b>SERVICE MANUALS FOR TRAINING:</b>		
	... Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each.....	.10	
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## NEWS OF THE

## Territory

## Chicago

Danny Newman, Astor owner, took on publicity for the Erlanger. . . . Mrs. Laura Bumpus, 68, World Playhouse cashier for nearly 16 years, died from pneumonia. . . . Ed Kennelly was named a supervisor by Alliance Amusement Company, with offices at Terre Haute, Ind., where he had managed the Indiana.

The Regal had for a week a stage show along with film fare. . . . Jim Edwards joined the Filmack Trailer art staff. . . . The Majestic, East Moline, Ill., is giving way to remodeling for stores. Emil Carpentier, lessee, will continue with his son George in the operation of the Strand, the town's only remaining theatre.

Publicist George R. Dye, 55, died, leaving his wife and daughter. . . . J. L. Freinburg, Princess, Le Roy, Ill., visited. . . . In a third burglary at Ben Temborius' Avon, Breese, Ill., burglars got little loot.

Nat Leverone, Automatic Canteen Company, is slated for reelection as president, United Cerebral Palsy Association of Chicago. . . . "Hansel and Gretel," coming to the Loop on Christmas week, has a tie-in with cookie companies and stores.

Stan Kohlberg reopened the Park Avenue, which had been closed for 18

years, in suburban Park Ridge. . . . Film Council of America is assembling 10 jurors for the 1955 Golden Reel Film Festival.

Ben Bennis, Lincoln, Ill., pioneer exhibitor, died. . . . Irving Mack attended the Pioneers' dinner in New York after business calls at Atlanta and Charlotte. . . . Mr. and Mrs. Fred M. Young closed for the time being their Norton, Mascoutah, Ill.

John Balaban, B and K chief, played Santa Claus to a religious order. He donated his lavish summer estate at Mercer, Wis., to the order, which will transform the show place into a settlement house and church. The estate named "Bilida" for son Bill and daughter Ida, has seven buildings on its 80 acres. After 34 years as residents of the south side, the Balabans have moved to the new Lake Shore Drive apartment building.

Richard Wade closed temporarily his Pike, Griggsville, Ill. . . . Florence Lipschitz, RKO, is taking a fall vacation. . . . William R. Whitley installed a wide-screen in his Colonial, Kokomo, Ind.

Manager H. Earl Stevens reported installation of a wide-screen and other improvements at the 615-seat Avalon, Lawrenceville, Ill. . . . Jack Botaro, 21, Allied Artists booker, received many birthday congratulations. . . . Alfred McCarthy closed his Roxy, Pendleton, Ind., after 21 years of operation.

Downstate theatres recently reopened include the modernized La Mar, Arthur, Ill., owned by William H. Hoffman;

Esquire, Springfield, Ill., closed since May 1, jointly operated by Kerasotes Theatres and Frisina Amusement Company; the improved Lyric, Salem, Ill., closed for about 20 months, operated by Cluster Theatres; and Kermit A. Bushur's Negoa, Negoa, Ill.

Lester Stepner returned to the McVickers, where he had been manager, as publicist. . . . Stella Russo, Republic, suffered a broken wrist. . . . Tom Speer installed a wide-screen in his Monroe, Monroe City, Ind.

Emmett O'Donnell, 58, longest in service of B and K managers, passed on. Starting as doorman at the Central Park, he had managed the Paradise for 35 years. Beside his wife he leaves four sons, two of whom are in army service, a daughter, and granddaughter. Following church services, interment was in Queen of Heaven cemetery.

George M. Blake, who joined the Today staff, is a member of the Disabled American Veterans, Veterans of Foreign Wars, and American Legion. . . . Herb Lyon, publicist, is now presenting the Tower Ticker, a column in The Chicago Tribune.

The Bill Hollander's, he's B and K ad chief, have returned from their European trip. In a chapel at Versailles, France, Hollander asked his wife what it reminded her of. She replied, "The lobby of the Tivoli in Chicago." She was correct. The theatre lobby was copied from the chapel. . . . The reopened Armitage, Calo, and Essex, which had been closed for long periods, are doing well.



Among those in attendance at the recent Columbia sales meeting at the Blackstone Hotel, Chicago, recently were, top to bottom, left to right, Charley Hogan, Oriental; Ben Lourie, Columbia Chicago branch manager; A. Montague, general sales manager; and Jules Silverstein, Oriental; Harry Lustgarden and Dave Wallerstein, Balaban and Katz; Montague; and Rube Jackter, assistant general sales manager; Lourie; Jack Rose, Manta and Rose; Carl Shalit, central division manager; and

Montague; seated, left to right, Arthur Schoenstadt, Schoenstadt Theatres; Van Nomikos, Greiver Circuit; Harry Walters, Columbia salesman; and, standing, Herb Wheeler; SW Theatres; Lourie; Iz Zatzkin, Schoenstadt Theatres; and Aaron Schlessman, SW Theatres; and Montague; Wallerstein; Mike Stern, Stern Theatres; Lourie; and Jackter; and Tom Greenwood, Chicago salesman; John Semedalis, exhibitor; Jackter; and Lourie.



Sid Schaefer, Columbia's home office, visited. . . . Emery Austin, chief, MGM exploitation, came for a two-day session with division press men. . . . Milton E. Rice, 89, who built the Majestic, now the Civic, Fort Wayne, Ind., passed on. . . . Foster M. Blake, U-I western sales manager, came for conferences.

Lois Cohen succeeded Ramona Hamilton in the Paramount booking department. Miss Hamilton resigned to become assistant to Harris Dudelson, Buena Vista. . . . The Girard, Girard, Ill., closed for several months, was reopened by Roy Hess. . . . Abe Gilman went as sales manager to open the new Buena Vista office in Indianapolis.

## Dallas

According to managers of six El Paso theatres, the motion picture projectionists' union is holding a 1924 city ordinance as a "club" over theatre operators. A spokesman for the managers, who appeared before City Council, charged that union members are receiving copies of city examinations for projectionists' licenses in advance, while non-union projectionists are not. The examinations are required under the 1924 ordinance and are given, it is charged by the managers, by a licensing board on which there are several union projectionists, including the Fire Marshal. The managers asked for repeal of the ordinance which they labeled "unnecessary and obsolete." They said that it is no longer needed to protect the safety of theatre patrons, the purpose for which it was originally passed. "The projection equipment of 1954 is absolutely fool proof," said the spokesman. If the ordinance is not repealed entirely, the managers asked that drive-ins be exempt. The managers continued, "We would prefer not to have City Council on the side of the union. It's the right of an American citizen to be union or non-union. If he dares to want to be non-union, he's out of business automatically under your ordinance." Mayor Hervey replied that "these are very serious charges. Members of the licensing board will be asked to appear before Council and give their side of it." The theatre managers who appeared were Fred Lindau, Valley; Sam Wade, Cowboy; James Ward, El Paso; Del Norte, Bordertown Theatres; and Bob Harris, Fiesta Drive-In.

Vera Ellen's tour of the southwest preceding the opening of "White Christmas" took her to Houston, Fort Worth, and Dallas. A helicopter took her to Fort Worth, and she returned to Dallas with Mayor R. L. Thornton to attend the annual Will Rogers Memorial luncheon.

The drive-in, a postwar innovation which pioneered such recreational stunts as playgrounds for the kiddies, car speakers, swimming between shows, and carload admissions, has added a new wrinkle here. For those movie fans whose fancy leans toward air travel, the Cinderella Drive-In is offering helicopter rides. For the present, the egg-beater-in-the-sky will cater to afternoon passengers only. Later, night flights may be arranged. Ed Greene, Cinderella, states that a good day averages 75 flights, mostly to women. The charge for this is \$3.50 for about five minutes.



This coming attractions lobby display at the Interstate Theatres' Majestic, Dallas, on Paramount's "Rear Window" was made possible by the use of red brick background paper and stone wall background paper as furnished by Evans Printing and Poster Company, Dallas.

The Tex Drive-In has been purchased by Capri Theatres, Inc., which headquarters in Dallas, and the name will be changed to read The Capri Drive-In. Charles Donaldson will be the local manager. Remodeling will be done but the boxoffice will not be closed.

Ralph Trathen, former manager, Tower, and now associated with Dimension Pictures, has leased the Holladay from Consolidated Theatres. . . . Radio and television industry held its annual dinner-dance at the Variety Club.

Exhibitors in town were Deward Shiner, Vernal and Main, Vernal, Utah; Jack Crowson, Hill Top Drive-In, Moab, Utah; W. Vosco Call, Capitol, Brigham City, Utah; Stuart Hardman, Lyric Showman, Locan, Utah; Carlos Otterstrom, Rocket, Castle Dale, Utah; and Leo J. Huskison, Art, Palisades, Idaho.

## Denver

Lorane McCarthy sold the Ute, Strassburg, Colo., to Mr. and Mrs. Clayton Crabb. . . . Joe Ashby, Allied Rocky Mountain Independent Theatres general manager, spent the week at Steamboat Springs, where he is partner in the theatre.

Jack Schlaifer, United Artists home Office executive, was in for a sales meeting attended by M. R. Austin, branch manager, and William Sombar and Herb Buschmann, salesmen. In for meetings with circuit heads were James Velde, western sales manager, and Ralph Clark, sales manager.

Toni Medley, assistant to the film buyer, Black Hills Amusement Company, is taking a vacation in Oklahoma City. . . . Seen on Film Row were Leonard Leigh, Socorro, N. M.; Dr. F. E. Rider, Wauneta, Neb.; John Roberts, Fort Morgan, Colo.; Tom Morphy, Raton, N. M.; George and Harold McCormick, Canon City, Colo.; Mr. and Mrs. H. D. Bergtholdt, Deertrail, Colo.; J. K. Powell, Wray, Colo.; J. O. Conwell, Truth or Consequences, N. M.; Mrs. Bert J. Lewis, Holyoke, Colo.; and Paul Cory, Basin, Wyo.

## Kansas City

S. V. Eagan, who has operated the Spot, Siloam Springs, Ark., for nine

years, has bought the Grand from L. B. Killibrew. The Hartman Booking Agency will book for both theatres.

Howard Jameyson, president, Commonwealth Theatres, spent several days in the local office with his division managers. . . . Chester Rhenshan, owner and operator, Ritz, Keytesville, Mo., has completely remodeled his theatre. A new wide-screen and projectors have been added. A Christmas opening is being planned.

Genevieve Hackett, who for the past seven years has been a movie reviewer, National Council of Catholic Women in this diocese, died at St. Joseph's hospital. . . . Howard Strumm, Popper's Supply, went to Chicago to attend the meeting of the National Association of Amusement Parks, Pools, and Beaches. . . . Visitors were Mr. and Mrs. Glen Hladek, Wakeeney, Kans.; Mrs. Hazel Droz, Anthony, Kans.; Mrs. Sarah Galitzki, Topeka, Kans.; and Bob Fellers, general manager, Mid Central Theatres, Manhattan, Kans.

Samuel Abend, 59, vice-president and secretary, Exhibitors Film Delivery and Service Company, Inc., film carrier to theatres in Kansas and western Missouri, died at Menorah Hospital of a heart ailment. He began a film distributing service in 1915, and in 1926 formed a partnership with E. E. Jameson, who is president. He was a director of the Motion Picture Association of Kansas City. Surviving are a daughter, his mother, and a sister.

## Los Angeles

The Bar Mitzvah of Theodore J. Kozloff, son of Mr. and Mrs. Jacob Kosloff, will take place on Dec. 18 at the Jewish Community Center of Las Vegas. Kosloff is Chief Barker, Variety Club of Las Vegas, Tent 39.

A visitor to the Row was Gordon Simmons, owner, North Star Drive-In, Vancouver, B. C. Simons was a distribution executive for Warners in Canada before going into the exhibition field. . . . Off to Las Vegas for a vacation was Bill Russo, Casino, San Diego, Cal. . . . The Harry L. Nace Theatres have acquired the control of the Senator Drive-In, Prescott, Cal. The circuit recently acquired both the Elks and Studio, Prescott, from Ray Olmstead.

Walter Goodman, who hails from the British Isles, is the new booker at U-I, replacing Stan Cohen, resigned to join the Manhattan Film office. . . . Francis A. Bateman, western division sales manager, Republic, departed for San Francisco to set up the world premiere of "Timberjack." . . . Back from a business trek to San Francisco was Jack Sherriff, Realart.

The new secretary to office manager Harvey Lithgow, Warners, is Lorraine Backus. . . . Back at work after an extensive illness was Harry Lloyd, Warners head shipper. . . . Out-of-town exhibitors buying and booking were Hugh McKee, Montrose; Frank Valuskis, Buena Park; Roy Lemmucchi, Bakersfield; Jack Feder, Long Beach; and Burt Kramer, Coronado, all in California.



Variety Club of Los Angeles, Tent 25, has elected Ezra E. Stern, chief barker; O. N. Srere, first assistant; L. C. Ownbey, second assistant; M. J. E. McCarthy, property master; and Al Hanson, dough guy, for 1955. Al Grubstick is international representative.

## Minneapolis

Lyle Carrish, owner, Wayzata, Wayzata, Minn., has leased the house to John Mowry, former operator, Time, Kenyon, Minn. New operator, Time, is Walter Leistico. . . . Herman Frajola, operator, Lyceum, Gilbert, Minn., passed away following a heart attack. . . . Irving Shiffrin, exploiter, Allied Artists, was in working on "Tonight's The Night," Radio City, here, and Paramount, St. Paul.

Recent out-of-town exhibitors in were Burr Cline, Jamestown, N. D.; Fred Deuth, Heron Lake, Minn.; Clarence Morris, Morgan, Minn.; Freeman Parsons, Sauk Centre, Minn.; John Waters, Jackson, Minn.; Clarence Kaake, Duluth, Minn.; and W. C. Adelman, Lake Crystal, Minn., who recently installed high intensity lamps in his Rocket. . . . Saul Malisow, branch manager, 20th-Fox, is vacationing in Florida.

John Thompson, Columbia exploiter, was in for "Phffft," Orpheum, Minneapolis and St. Paul. . . . Dick Kolling, booker, Columbia, was back at the exchange after being hospitalized for an operation. . . . C. N. Munger, manager, announced that the Little America, Carthage, S. D., would close for the winter. . . . Approximately \$150 in cash was taken in a break-in at the Bismarck, Bismarck, N. D.

Don Fradet, manager, Paramount, Brainerd, Minn., is putting on a "Take A Chance" night every Wednesday at the house. Admissions are 25 cents for adults and 10 cents for kids. Pictures selected are all first-run, and the gimmick has packed the house. . . . About 30,000 school children in the Fargo, N. D.-Moorhead, Minn., trade area received free tickets for the annual Fargo "movie jamboree" held in Fargo theatres. The event was sponsored by the retail section of the Fargo Chamber of Commerce.

Leslie Larson sold his interest in the Ringsted, Ringsted, Iowa, to Harold Kramer, Whittemore, Iowa. Sale did not include the theatre building. . . . Top Minneapolis radio, television, and night club entertainers appeared in the 16-hour telethon for cerebral palsy over WTCN-TV and WMIN-TV. Pat O'Brien was master of ceremonies, assisted by Constance Bennett.

Following complaints from mothers of several youngsters that had seen "Karamoja," a Hallmark Production, two members of the police morals squad reviewed the film. After seeing the picture, they asked Ed Linder, manager, to post "Adults Only" signs in front of the theatre and to use the phrase in his newspaper advertising. Mothers had complained of excessive nudity in the film, police said.

Henry R. Larson, Battle Lake, Minn., purchased the Roxy, Battle Lake, from

Charles Curran. . . . Les Nelson has been named manager, Graceville, Graceville, Minn. . . . Melvin Blaisdell, operator, White, White, S. D., is trying out a name-your-own-price policy at the theatre. . . . J. E. Montgomery has purchased the Eldon, Eldon, Iowa. . . . Northwest Theatre Service, buying and booking combine, moved into new offices.

## Oklahoma City

Oklahoma City youngsters were admitted to Saturday morning movies so the county's needy children can have dolls for Christmas. The Harber and Plaza admitted children to special showings for one top each from a box of soap to aid the city's Camp Fire girls in their Christmas boxtop campaign. Climaxing the girls' door-to-door campaign, the movie houses hope to raise the heap of collected boxtops to the point where the girls can redeem 3,000 historical dolls offered by the soap company, which will be given to the Salvation Army for distribution.

Work has been started in Cushing, Okla., to completely remodel and modernize Cushing's largest and oldest theatre. Dale Hellwege, manager, Dunkin, owned by Video Independent Theatres, said the project will cost in excess of \$50,000. The program will be the most extensive since the movie house was built in 1923 by the late Hiram Dunkin. Remodeling plans include changing the entire theatre front. Hellwege said the theatre will continue normal operations, except for two weeks while 800 new seats are being installed. Inside walls also will be modernized and floors will get new carpeting throughout.

Pat McGee, former Oklahoma City resident who is general manager, Cooper Foundation Theatres, Denver, and vice-president, Theatre Owners of America, keynoted the Theatre Owners of Oklahoma convention here in the Biltmore Hotel. On the two-day agenda was a series of trade sessions with panel discussions moderated by E. T. Slocum, El Reno; Vance Terry, Woodward; Bill Slepka, Okemah; Ray Hughes, Heavener; and Harold Combs and Roger Rice, here, all from this state. Special guests of the convention were Burton Robbins, vice-president, National Screen Service, New York; Paul Short, of the company's Dallas branch; Ray Colvin, St. Louis, executive director, Theatre Equipment Dealers Association; Jack Braunagel, executive with Commonwealth Theatres, Kansas City; and George Gaughan, Memphis, TOA representative. Morris Loewenstein is TOO president and general convention chairman. Paul Stonum, Anadarko, Okla., is TOO board chairman, and Ed Thorne, C and R Theatres, heads the trade show committee.

## Portland

Russell Brown, Evergreen state district manager, accompanied William H. Thedford, Evergreen division manager, Seattle, to the National Theatres executive session in Los Angeles. A new policy for Evergreen's two de luxe business district theatres, the Oriental and the Hollywood, was announced. Both theatres will play CinemaScope features day

and date due to public demand and increased business. The Oriental is a 2,000 seat house.

To promote "Always a Bride," British comedy at the Guild, Martin M. Foster, manager, arranged with a bakery to prepare a 400-slice cake. Pieces of "wedding cake," some containing passes and other gifts, were handed out to the opening night patrons.

Walter Hoffman, Paramount exploiter, working on "White Christmas" here and throughout the state, was to attend a Paramount studio conference.

Allan Weider, MGM, is working on "Deep in My Heart," set for the Liberty. Weider, noting that London Festival Ballet appearing in Seattle and Portland featured Tamara Toumanova as guest ballerina, tipped off Seattle and Portland newspapers that the guest artist also was making her Hollywood debut in the film.

## St. Louis

Sol Bank, who formerly was interested in theatres in both Missouri and Kansas, was charged with income tax evasion in an indictment returned by the federal grand jury for the eastern district of Missouri.

In Griggsville, Ill., the Pike closed early in November by Mr. and Mrs. Richard Wade, is to be reopened by Mr. and Mrs. Wendall Stead, Griggsville. Stead, who is in the electrical business, reportedly has closed a lease on the Pike building with a group of local business men.

In Kevil, Ky., Wayne Lindsey, owner, Carol, has resumed the operation of that house on his own account. The theatre had been operated for various periods by James E. Davis and later by Hot Gilliam, Paducah, Ky.

In Mascoutah, Ill., the Norton, scheduled for closing, in a last minute switch in the plans of Mr. and Mrs. Fred M. Young, continued in operation beyond that deadline.

In Quiney, Ill., the Orpheum has been closed for an indefinite period. It has been under the management of Perry Hoefler. . . . In Carlyle, Ill., Charles Beninati, owner, Ritz, has installed equipment for the presentation of CinemaScope.

In Mattoon, Ill., Gordon Halloran, 20th-Fox branch manager, was the guest speaker at a luncheon meeting of the Mattoon Kiwanis Club. Arrangements for Halloran's appearance were made by Jerry Baker, resident manager, Frisina Amusement Company.

The national officers and board of Allied will meet at the Park Plaza Hotel on Feb. 6 and 7 in advance of the big drive-in convention.

Following the recent opening of their South-Twin Drive-In, the Wehrenberg Circuit has closed their Ronnie's Drive-In. Their 66 Park-In continues in operation. The Manchester Drive-In and Parker's Skyline Drive-In have been closed, while the St. Ann Drive-In is operating on weekends only. The other



drive-ins in St. Louis County, the Airway, North and South Twin, and the Broadway continue operations on a full-week basis.

Harry C. Arthur, vice-president and general manager, Fanchon and Marco, Inc., left for the west coast. . . . Hall Walsh, southern prairie district manager, Warners, and Lester Bona, exchange manager, called on officials of the Frisina Amusement Company, Springfield, Ill.

Carson W. Rodgers, president and general manager, Rodgers Theatres, Inc., Cairo, Ill., was enjoying some duck hunting. . . . Out-of-town exhibitors seen along Film Row included William Dean Davis, West Plains, Mo.; Judge Frank X. Reller, Wentzville, Mo.; Forrest Pirtle, Jerseyville, Ill.; Herman Tanner, Pana and Vandalia, Ill.; Bernard Temborious, Breese, Ill.; Charley Beninati, Carlyle, Ill.; Mr. and Mrs. Leon Jarodsky, Paris, Ill.; Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill.; and Joe Goldfarb, Alton, Ill.

Mr. and Mrs. Leon Jarodsky, Paris, Ill., motored to Boston after their visit here. . . . Charley Goldman, exhibitor, has been vacationing at Miami Beach, Fla. . . . Paul McCarty, head, McCarty Theatre Supply Company, and family spent the Thanksgiving holidays with Mrs. McCarty's folks in Des Moines. . . . Airman Second Class Richard A. Beckham, son of F. C. Beckham, Harry Kahan Film Delivery Service's headquarters staff, was married in Alton, Ill., to Juanita Nally.

Clarence Turley, one of the owners, Ambassador and Missouri theatre and office buildings, is one of of a 16-man financing commission to develop and locate funds to meet housing needs.

## San Antonio

Stanley Hammer, Jr., has taken over duties as manager, Alamo Drive-In. The drive-in has been equipped with CinemaScope. . . . Karen Sharpe, the starlet seen in "The High and Mighty," is back home for a brief visit and scheduled to put on a series of personal appearances at the Brooke Army hospital.

Ernest Lee Tatro has taken over the operation of the Lindale, Houston, Tex., which has been closed since 1952. It was built by Jim Dezendorf and was opened in 1941. Tatro formerly operated a theatre in Plentywood, Mont. He is a veteran of two world wars and is the wearer of the Congressional Medal of Honor.

Gene Hughes has repurchased the Texan. . . . Mr. and Mrs. Frank Gillespie, Texan, Sanger, Tex., which he originally operated and sold five years ago. Hughes has completely remodeled and redecorated have installed CinemaScope in the Linda, Whitewright, Tex.

Harrison Gunter, owner, Buckhorn and Coyote Drive-Ins, Alice, Tex., has installed CinemaScope. The Gunters also announced the arrival of a son, their first child. . . . A modern and new theatre will replace the old Fox, Timpson,

Tex., which was destroyed by fire last September, according to S. T. Smith, owner. All new equipment, including CinemaScope, will be installed. When completed, Mr. and Mrs. J. V. Winbery will operate. . . . A complete \$25,000 remodeling project has been completed on the Floyd, El Campo, Tex. H. C. Cox, manager, reports that included were new seats, carpeting, inside and outside painting, and a new mural by Perry Nicholls.

E. B. Wharton has installed wide-screen and CinemaScope at the Rule, Rule, Tex. . . . Ed Lee, manager, Borger, Borger, Tex., held a "Jubilee Movie Month" during November because of the number of outstanding hits he has been showing following the installation of stereophonic sound and projection equipment for the showing of the new wide-screen processes. . . . Buddy and E. D. Harris are installing CinemaScope in the Plaza, Kaufman, Tex.

## San Francisco

Openings and closings include the Rio, Ripon, Cal., reopened under management of B. M. Robnett, and the Isleton, Isleton, Cal., owned by Mrs. Emma Stephoni, locked because of crop failure in the territory and a general exodus of population.

Redecoration and remodeling is announced by John Parsons and Robert Kronenberg, co-owners, Four-Star, who have engaged designer Santocono to remodel and redecorate the house to the tune of \$10,000. The auditorium will be completely redone, new Walker screen installed, the proscenium widened, walls newly redecorated, new Krohler push-back seats, and a completely new candy bar and foyer. A CinemaScope screen with Super-Panatar lenses has already been installed. Kronenberg is a Los Angeles film man and Parsons is northern California district manager, Telenews. George Burges is the Four-Star manager.

Nadine Price and Ned Tully, co-owners, Nile, Niles, Cal., have installed a CinemaScope screen with full stereophonic sound. . . . Catherine Roff, owner, Burney, Mount Burney, Cal., has had the house completely remodeled, redecorated, and CinemaScope installed. . . . Rudy Buchanan has taken over booking and buying for the Cactus and Desert, Hawthorne, Nev., in addition to the booking and buying for the Brockway, King's Beach, Cal. . . . Mel Klein, sales manager, Columbia, received a gold watch for his 25th year with the company. . . . Pauline Crofton, new industryite from Florida, replaced Joan Price at Columbia as clerk.

Millie Williamson, inspectress, Allied Artists, is back following sick leave. . . . Abraham Berry, office manager, General Theatrical, was expected to return following surgery. . . . Mary Marquart Creighton, secretary to S. J. Gardner, MGM resident manager, cut her arm badly at a recent party and has been away from work as a result. . . . Howard Harper, salesman, MGM, is awaiting the stork for the first time at his house.

Joseph Cannon, Warners cashier, became a grandfather for the first time

with the birth of a son to his daughter in Maryland. . . . Beverly Eimers, aide, Paramount, married Lawrence Tovar, former assistant, Paramount. Her father, Lee, is business agent for the theatrical janitor's union.

Deaths include the brother of Agnes Cannon, Allied Artists cashier, William Hansen, 40, as a result of an automobile accident, and the husband of Ann Gentner, Paramount inspectress who resigned three months ago to marry.

Harry Weaverling reported a hold-up man took \$50 from his cashier at the Rio, Rodeo, Cal. . . . William Blair reported the complete weekend receipts totaling \$2,500 for the Mecca and Pic, Crescent City, Cal., were stolen.

The National Labor Relations Board hearing set for Nov. 30, to study transfer of Local F-17, IATSE to the Office Workers International Union, was cancelled. It is reported that the decision to withdraw followed a plea from Richard Walsh, national president, IATSE. Also, president, AFL, Tom Meeney is said to have made a verbal agreement with OWI that if they called off the hearing, IATSE, at the end of the current contract, will turn over to OWI all front office employees in the United States. The normal time for a contract such as is being negotiated at this time is from one to two years. It was reported that home office workers and exchange workers in the East, as of this December 1, will have been taken into OWI.

New Variety Club officers from northern California are chief barker, George Mitchell; first assistant chief, Marshall Naify; second assistant, Henry Nasser; property master, Stanley Lefcourt; dough guy, J. Leslie Jacobs; canvassmen, Monroe Belling, Nate Blumenfeld, Charles Maestri, Jack Marpole, Frank Harris, and Ed Sonney. The Women of Variety voted a new board of directors to include Lottie Henning, president; Rose Levin, first vice-president; Corin Mannheimer, second vice-president; Barbara Parsons, recording secretary; Romas Jacobs, corresponding secretary; Paula Grubstick, treasurer; and Berle Belling, historian. Holiday activities are the Variety Club Annual Blind Children's party at the Richelieu Hotel, Dec. 16, and the annual party for the children of Varietybarkers and guests.

## Seattle

Two veteran Spokane, Wash., thetremen, Joseph J. Rosenfield, president and general manager, Favorite Theatres, Inc., and Howard D. McBride, owner, Granada, made a joint announcement of dissolution of partnership. McBride took over active operation of the Granada, while Favorite Theatres, under Rosenfield's direction, will continue to operate the Post, East Sprague Drive-In, and East Trent Motor-In. Both men said the end of the partnership formed in 1948, was "amicable." McBride said the new manager of the Granada will be James Vines. The present acting manager, Robert Hamilton, will be assistant manager.



## NEWS OF THE

## Territory

Boston  
Crosstown

Joe Cronin, general manager and vice-president, Boston Red Sox, has been unanimously elected chairman of the executive committee, Childrens Cancer Research Foundation for the coming year. Cronin succeeds Arthur H. Lockwood. Other members of the executive committee include Dr. Sidney Farber, scientific director; Martin J. Mullin, a past president and now honorary trustee; Thomas A. Yawkee, president, Red Sox; Rudolph King, registrar of motor vehicles, who is treasurer; Louis R. Perini, president, Milwaukee Braves, chairman of the building committee of the Foundation; Walter Brown, chief barker, Variety Club of New England; Carl Haffenreffer, Narragansett Brewing Company, Herman A. Mintz, attorney secretary of the Foundation; and William S. Koster, executive director, Jimmy Fund and Variety Club of New England.

Eliminations announced by the Bureau of Sunday Censorship included "The Golden Mistress," parts 1 to 9 (Deletions: eliminate scene of Bill putting hand on Ann's leg, in part 6). (UA.)

Thomas F. O'Neil, president, Mutual Broadcasting System and the Yankee Network in New England, came on from the west coast to attend the Managers' "Round Up" luncheon to exploit the film "Gangbusters." O'Neil heads the company which made the film. "Gangbusters" is being distributed in New England by Joseph E. Levine, president, Embassy Pictures Corporation. Attending from New York were Terry Turner and John B. Poor, vice-president, General Tele Radio, while also seated at the head table were George Steffy, vice-president, Yankee Network, and Norman Knight. Prior to the luncheon, there was a screening of "Gangbusters" at the Fenway. Exhibitors, managers, and circuit heads went directly from the theatre to the Hotel Bradford for the luncheon. "Gangbusters" is to have its world premiere in the New England territory.

When "Romeo and Juliet" plays the Beacon Hill opening Christmas Day, it will not be on a roadshow basis but will play continuous run instead. A screening is planned for educators and high school and college teachers. Robert Baral, home office, United Artists, is in contacting heads of the English departments at the various schools in New England. There will be no special student discounts for the first three weeks of the run until after Jan. 17.

It's a boy named Gary for the Paul Carters, born at Brockton Hospital. Mrs. Carter is the former Adeline Struzzero, who for five years was secretary, Independent Exhibitors, Inc. . . . Nov. 23 is the birthday of two officials at New England Theatres, Inc. Martin Mullin,



Head table guests are seen admiring the wrist watch presented recently to Samuel Pinanski as a memento of the testimonial luncheon tendered him by 100 New England industry friends at a Hotel Statler, Boston, affair. Left to right are Arthur H. Lockwood, toastmaster; Edward S. Canter, who made the presentation address; Herman Levy, general counsel, TOA; Pinanski; Nathan Yamins, co-chairman; Martin J. Mullin, president, New England Theatres, Inc.; and Walter Brown, chief barker, Variety Club of New England.

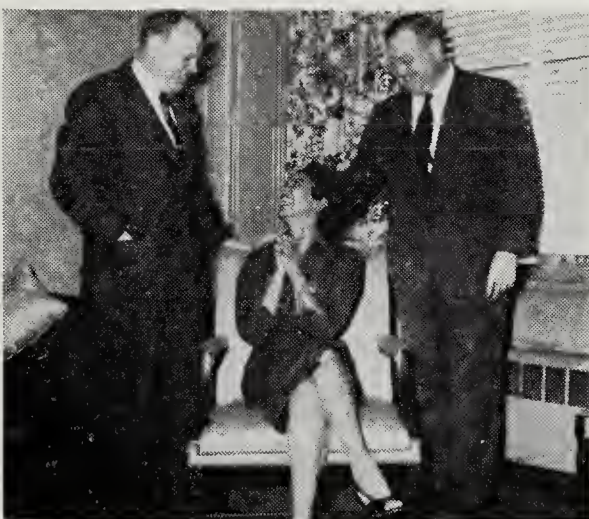
president, and Hy Fine, district manager, each received congratulations.

New Haven  
Crosstown

Irving Hillman had a Friday morning matinee for kiddies at the Roger Sherman with comic books being given to the first 500 youngsters attending. . . . Nabe houses also had Friday afternoon shows for the children trade, because of the Thanksgiving holiday time-off. . . . Morris Rosenthal, Loew's Poli, utilized radio and store tieups for "The Last Time I Saw Paris." . . . Jim Darby, Paramount received, some nice bally for "White Christmas."

Edward A. Miller, Middlebury; and Edward A. Miller, Jr., Waterbury, operators, Hamilton, Waterbury, were named defendants in a \$4,000 suit in Court of Common Pleas by 20th-Fox, Columbia, UA, RKO, Loew's, Inc., U-I, Warners, and Paramount charging of underreporting on percentage film engagements since Nov. 11, 1952.

(Continued on next page)



Dorothy Dandridge, star, 20th-Fox's "Carmen Jones," while in Boston recently met James Connolly, northeastern division manager, 20th-Fox; and John Feloney, branch manager in Boston. She met the press and film critics at a luncheon at the Hotel Statler following a screening of the film at the Fox Little. Phil Engel was in charge of arrangements.

Surprise Party  
Honors Pinanski

BOSTON—A luncheon honoring Samuel Pinanski for his many benefits to the industry was a strictly New England affair with about 100 intimate industry friends gathering to pay tribute to the president of American Theatres Corporation, who has won national recognition for his valued services and leadership. The luncheon was at the Hotel Statler on the day before Thanksgiving, with Nathan Yamins and Arthur H. Lockwood co-chairmen.

Lockwood, as toastmaster, introduced the speakers at the head table. First was Walter Brown, chief barker, Variety Club of New England, who told of the many effective war bond drives Pinanski had conducted during World War II when he threw his entire staff and office facilities into the effort. Martin J. Mullin, his former partner in M and P Theatres, also spoke.

Herman Levy, general counsel, TOA, came on from New Haven to tell of Pinanski's contribution to the industry. Edward S. Canter, treasurer, ATC was chosen to make the presentation address and to give Pinanski a beautiful wrist watch from the gathering. Canter said, "It has been my great fortune to be associated with Sam for many years. It will be 32 years next March when I first met him and I have never ceased to admire his enthusiasm, his basic optimism, his great foresight, and his eternal youthfulness. Many honors which he richly deserves have come to Sam over the years. Today, we, the representatives of the motion picture industry in New England, honor him for the great work he has done for our industry . . ."

Pinanski was recently appointed honorary chairman of the board of directors of TOA and subsequently was named chairman of the newly-founded Exhibitors Film and Financing Group, Inc. He also serves as co-chairman of the governing tribunal of COMPO, representing all facets of the industry. Perhaps his most prominent local appointment was made four years ago when he was chosen to be on the board of directors of the John Hancock Life Insurance Company.

At the finish of the testimonial luncheon, Lockwood asked that the following statement be issued to the New England industry at large, "Arthur Lockwood expressed his regret and apologized to the many friends of Samuel Pinanski who were not invited to the surprise testimonial luncheon. He explained that several months ago a group of friends were arranging a formal and elaborate testimonial dinner for Pinanski. When he heard of the plans, he immediately asked that they be stopped. After the recent TOA meeting in Chicago, a few close friends decided to arrange a private, unpublicized surprise luncheon to express their appreciation of the many wonderful things he has done for the industry. As word got around, it suddenly mushroomed with more than 100 persons attending. It was not intentional to omit anyone on behalf of Samuel Pinanski and co-chairman Nathan Yamins, we hoped those who were not formally invited will understand."





Seen at the opening of Warners' "A Star Is Born," Majestic, Providence, R. I., were, left to right, Olive Tinder, who handled the telecast for WJAR-TV; Judge J. P. Hartigan; and veteran theatre owner Edward M. Fay.

(Continued from preceding page)

### Meadow Street

Theatres throughout the state took advantage of the school holiday after Thanksgiving to sponsor kiddies shows. Among those were the Embassy, New Britain, with comic books to the first 500; Arch Street, New Britain, with free cokes to the first 100 kids; 25 cartoons were featured in the children shows at the Eastwood and Elm; Hi-Way and Beverly, Bridgeport, had 25 big cartoons for the young trade; Shelton; Commodore Hull, Derby; Strand, Seymour; Bristol, Bristol; Empress, South Norwalk; Garde, New London; State, Manchester; Cameo, Bristol; Joe Phillips; "Smokey, the wonder horse," and "Shep, the wonder dog" were on stage, Pickwick, Greenwich; Neil Welty, Playhouse, Greenwich, had an editorial style note at the top of his "The Final Test" ad, recommending this film.

Various theatres throughout the state were lining up their Christmas sponsored shows. The Embassy, New Britain, arranged with W. T. Grant for a Christmas party. A one dollar purchase on any toy item entitled patrons to a free ticket. . . . Nick Brikates, Garde, New London, was recently appointed district manager of 17 Stanley Warner houses in Connecticut, filling the vacancy left when Jim McCarthy passed away.

Drive-in notes: Big league umpire Augie Guglielmo arranged to sell Christmas trees at the Lake Drive-In, Waterbury, Conn. . . . Starlite Drive-In, Stamford, Conn., ended its season. . . . E. M. Loew Drive-In, Farmington, Conn., has closed till spring. . . . Mansfield Drive-In has shuttered. . . . E. M. Loew Drive-In, Milford, Conn., has "locked up" until next year. . . . E. M. Loew Hartfield Drive-In is open on Friday, Saturday, Sunday, as is the Norwalk Drive-In, and the E. M. Loew Norwich. . . . Plainville has closed till spring. . . . Bridge Drive-In, Poquonock Bridge, Conn., had a Thanksgiving holiday show and gave a free toy to the youngsters attending. . . . The Adorno's Drive-In, Middletown, Conn., is beginning to shape up and by next spring should be all ready to operate.

Athan Prakas' daughter, Olympia, and her husband, George Christ, are back



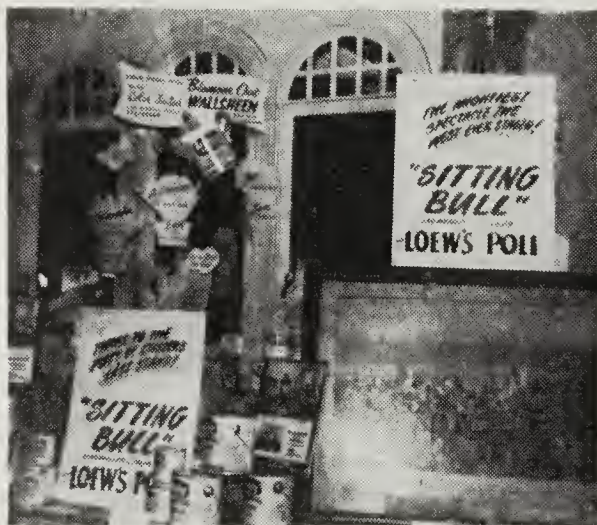
Lyman O. Seely, Manley's Boston office, left, at a New York airport recently saw the winners of a merchandising contest in the district, Ken Hamilton and wife, off on a week's trip to Puerto Rico, which was the prize they earned.

in Bridgeport, Conn., from their honeymoon trip to Florida and Ohio. . . . Lou Phillips, Capitol Theatre Supply, is installing the CinemaScope equipment in the Joe Faith houses, Carberry, Bristol, Mayfair, Terryville, etc. . . . Jules Livingston, former Republic branch manager, in charge of the Cleveland office, was in New York for the holiday and talked to some Meadow Streeters. . . . Irving Mendlesohn, United Artists branch manager, had his daughter in from Brandeis College for the holiday weekend.

Christmas parties in the exchanges are beginning to be scheduled. U-I, United Artists, and Republic will have a combined get together at Donat's, on Dec. 9. . . . Columbia will have its holiday party on Dec. 15, while 20th-Fox planned on having its Christmas frolic on either Dec. 15 or 16, also at Donat's.

Ben Simon, former 20th-Fox branch manager, planned on leaving Florida on Dec. 19. . . . Congratulations were in order to Mrs. Gloria Ziaks, former Metroite, on the addition of twins to her family, a boy and girl. . . . New at Metro are Melba Martone and Lucille Ardolino. . . . The Metro office was working on plans for the 17 weeks contest to start on Jan. 1, similar to this year's "Jubilee" campaign.

Marsha Katz, daughter of Morty Katz, Connecticut Theatres Circuit, returned to the hospital for observation recently after being home for a short while. . . .



This attractive window display was recently obtained by Norm Levinson, Loew's Poli, Hartford, Conn., in connection with UA's "Sitting Bull."

Max Hoffman, Connecticut Theatre Circuit, and Elmer Hirth, Stanley Warner Theatres zone office, were initiated into the Motion Picture Pioneers in New York recently.

Hy Levine, Lippert, was in Florida for his annual visit with son-in-law Harry Botwick, Florida Theatres. . . . When Hy visited in the southlands last winter, he had an enjoyable time, being around Jacksonville and also going to Miami, Fla. He's expected to be there during the Orange Bowl festivities. . . . Stamford, Stamford, Conn., arranged to have Empress Josephine's diamond tiara on display at Brown's Jewelers and tied up with "Desiree" at this theatre.

### Circuits Loew Poli

Friends were congratulating Charles Gaudino, manager, Poli, Springfield, Conn., and his wife, "Jackie" on the recent addition to their family, a baby boy. . . . Floyd Fitzsimmons, MGM publicist, was in Worcester, Mass., assisting John Di Benedetto with "Beau Brummell." . . . Joe Boyle, Poli, Norwich, Conn., fell and injured his foot and is hobbling around with theatre duties.

Division manager Harry F. Shaw was in Springfield and Bridgeport, Conn. . . . Publicity director Lou Brown was in Hartford and Waterbury, Conn. . . . Artist Jim Memry spent the Thanksgiving holiday with relatives outside of Springfield, Conn. . . . Artist Dave Kaufman went to New York for the holiday. . . . Division manager Harry F. Shaw was emcee of the annual Boys' Club amateur show.

### Variety Club Tent 31, New Haven

A meeting of the tent was scheduled for Dec. 6, at which time the annual kiddies party details were to be discussed.

### Connecticut Hartford

Efforts to have the City Council oppose an application of Meadows Drive-In Theatre Corporation for a theatre permit now pending before the State Police Commissioner were defeated, 6 to 3, at a special Council meeting last week. The Council majority felt, as did former



This attractive 40-foot advance inside lobby display was set up recently for Warners' "A Star Is Born," Metropolitan, Boston.



Mayor Thomas J. Spellacy's committee on the Development of the North and South Meadows, that the city was powerless to stop the drive-in in favor of preserving the acreage for more tax-productive industrial development. The theatre, with capacity for 2,010 cars, will be largest in the world. Backing the venture is A. J. (Jack) Bronstein, who also heads the East Hartford Family Drive-In Theatre Corporation.

Al Schuman, formerly general manager, Hartford Theatres Circuit, has returned to his home at Daytona Beach, Fla., following a local visit. Mrs. Schuman has been recuperating from illness in a Daytona Beach hospital.

Back from a Bermuda honeymoon were Mr. and Mrs. Ozzie Levison, son-in-law and daughter of Ted Harris, State, and Mrs. Harris. . . . Ray McNamara, Allyn, planted nothing less than a six-column spread in The Hartford Times in the interests of "White Christmas."

Lou Cohen, manager, and Norm Levinson, assistant, Loew's Poli, sold a Ford dealer on a quarter-page co-op ad for "The Last Time I Saw Paris." . . . Pat Buchieri has rejoined the Hartford Theatres Circuit as manager, Lyric. At one time, he supervised the Art. . . . Art Moger, Warners exploiteer, was in the territory, working on "A Star Is Born" and other releases. . . . Martin Harris, partner, State, returned to New York after a visit. . . . The Park, Thomaston, Conn., has a new encyclopedia giveaway. Books are given with the purchase of an adult ticket, plus 50 cents service charge.

Thomas R. DiLorenzo, stationed with the army in Korea, was recently promoted to corporal. He is the son of Mrs. Mary E. and the late Antonio DiLorenzo, Daly Theatre Corporation.

Carroll J. Lawler, general manager, Hartford Theatres Circuit, has resigned. Lawler was head film booker for Shea Theatres, New York, prior to assuming the local post.

## Manchester

Jack Sanson, Strand, Hartford, Conn., manager, entered Manchester Memorial Hospital for surgery.

The Manchester Drive-In car capacity is being increased from 550 to 1,000 for spring, 1955, according to partners Menschell and John Calvocoressi.

## Naugatuck

Hilarious ad copy was the theme of Frank Lynch's promotion for U-I's "Genevieve."

## Middletown

Mike Adorno, assistant general manager, M and D Theatres, started a temporary, three-days-per-week art film policy at the Capitol.

## New London

John E. Petroski, formerly manager, Stanley Warner Palace, Norwich, Conn.,



At a recent screening of the RKO release, "Hansel and Gretel," for New England exhibitors and the press at the Exeter Street, Boston, were seen, left to right, Michael Myerberg, producer of the puppet film; Joe Levine, New England distributor; and Joe Hochberg, chief booker, Affiliated Theatres, Boston.

has been named manager, Garde, succeeding Nick E. Brickates, promoted to SW Connecticut district manager. Replacing Petroski in Norwich is Jack Simons, formerly manager, Palace, South Norwalk. Phil Allare, assistant manager, Strand, Hartford, Conn., succeeds Simons in Norwalk.

## Plainville

The Plainville Drive-In, Perakos unit managed by Livio Dottor, has closed for the winter.

## Torrington

Both local drive-ins, the Sky-Vue and Torrington, operated by Lockwood and Gordon Theatres, have closed for the season.

Radio station WLCR sponsored its fifth annual Christmas children's party at the Warner, with theatre manager John Scanlan, Sr., providing an hour of cartoons and other attractions.

Parochial school pupils attended a showing of "White Christmas" at the SW Warner. They were accompanied by nuns.

## Waterbury

The eight majors, Loew's, Paramount, 20th-Fox, RKO, Warners, Columbia, UA,



Among those seen at the recent Columbia sales meeting at the Blackstone Hotel, Chicago, were, left to right, N. Jackter, Albany branch manager; I. H. Rogovin, New England division manager; W. Silverman, New Haven branch manager; and T. O'Brien, Boston branch manager.

and U-I, have brought suit for \$4,000 against Edward A. Miller and Edward A. Miller, Jr., Hamilton, in New Haven Court of Common Pleas on charges of short-changing on exhibition fees. Each distributor is asking \$500. The plaintiffs allege they had arrangements whereby the Millers would pay them a percentage of admissions. However, the theatremen are accused of paying less than they should have since Nov. 11, 1952.

Frank McQueeney closed down the Pine Drive-In for the season.

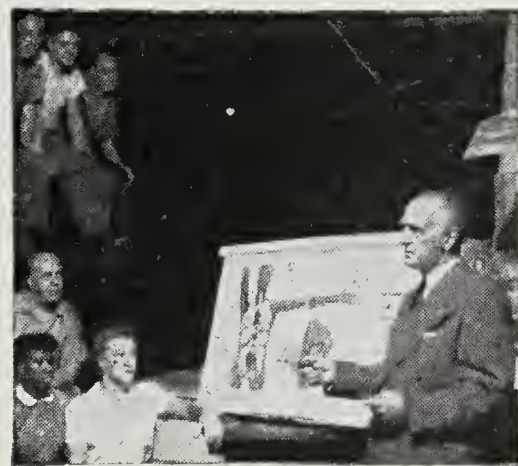
## New Hampshire Dover

Starway Drive-In, closing for the season, ran the following advertisement in local papers, "Starway wishes to extend its appreciation for your patronage the past season, and the inconveniences caused by the recent hurricanes. Starway will reopen in the spring with renewed and enlarged facilities for your entertainment and pleasure."

Mel Morrison, manager, Strand, sponsored a season's-end rally for the Dover High School football team and presented members of the squad with gold footballs.

## Keene

Scenic, showing "The Black Knight," advertised free admission to any person whose last name is either Black or Knight upon presentation of proof at the boxoffice.



## On the job!

Our volunteer speakers are saving thousands of lives *to-day* . . . in factories and offices, at neighborhood centers and at organization meetings all over this land . . . showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

**American Cancer Society**









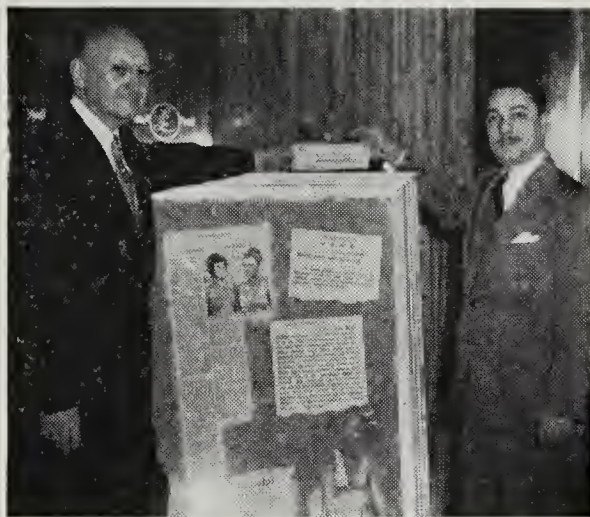
## NEWS OF THE

## Territory

New York City  
Crosstown

The chairmen of the various committees of the amusement division of the 1954-55 fund raising drive of the Federation of Jewish Philanthropies of New York were announced by Adolph Schimel, vice-president and general counsel, U-I, who is amusements division chairman of this year's drive. Joseph Vogel has been named associate chairman. Spyros Skouras is chairman of special gifts; Harold Rinzler, exhibitors' committee; Saul Jeffee, laboratories; Abe Dickstein, film exchanges; Walt Framer, broadcasting and television; Irving Caesar, Carl Haverlin, and Mitch Miller, recording companies and music publishers; Nat Lefkowitz, actors and agents; Oscar Hammerstein, II, legitimate theatres; Morris Jacobs, ticket brokers; and Jack Alicoate, publicity committee.

"Black Tuesday," UA Edward G. Robinson starrer, which has its local premiere New Year's eve, RKO Palace, has been selected as the screen attraction for the 11th annual "Stars and Heroes Show" for the benefit of the New York Journal American War Wounded Christmas Fund, it was an-



Jean Goldwurm, left, president, Little Carnegie, New York City, recently presented a check for \$12,375.60 to Bernard Jacon, vice-president in charge of sales, IFE Releasing Corporation. This amount represented IFE's share of the record-breaking first week's gross of S. Hurock's color film, "Aida," at the 528-seat theatre.

nounced by Spyros S. Skouras, Jr., president, Skouras Theatres Corporation and chairman of the show committee; and William J. Heineman, vice-president, UA in charge of distribution. The benefit show, sponsored by the newspaper and Skouras Theatres, will be held at the Academy of Music on Dec. 14. In addition to "Black Tuesday," the show will include personal appearances and performances by leading stage, screen, television and radio stars. All proceeds from the benefit show will go to the fund to make the holiday season happier for hospitalized veterans. Tickets are priced at \$10 each.



Recently viewing some of the paintings submitted by employees at the first annual art exhibit of the 20th-Fox Family Club are, left to right, Jack Miller, president, art exhibit committee; Donald A. Henderson, treasurer; and Edward Mack, chief electrical engineer of the company. The exhibit at the home office was opened with a cocktail party.

Three gunmen took nearly \$8,000 from a theatre manager and two guards just as they were depositing the money in a bank in Times Square. Had the gunmen appeared seconds earlier they would have gotten an additional \$3,300 which was dropped into the night depository just as the robbers appeared. Victims of the holdup were theatre manager Harry Schragen and two private guards. The stolen money was receipts from six Brandt theatres in the Times Square district. The deposited money came from a seventh house.

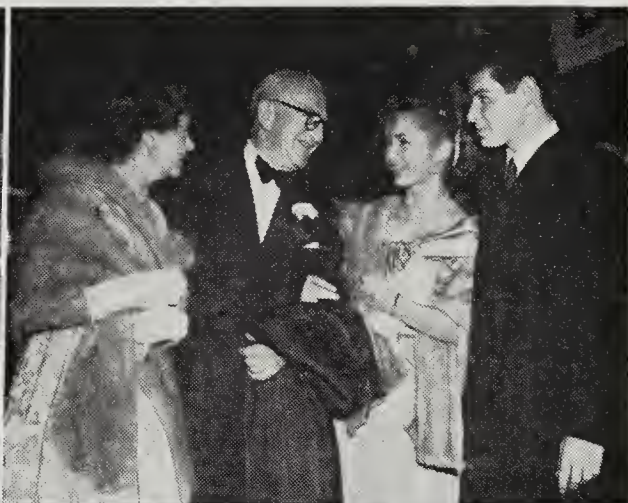
A six-pound daughter, Laura Ann, was born to Mr. and Mrs. Samuel Grad at Maimonidies Hospital, Brooklyn. Grad is the son of Columbia's short subjects sales manager, Maurice Grad. . . . Mitzi Gaynor, one of the stars of 20th-Fox's "There's No Business Like Show Business," arrived from Hollywood for advance promotion on the film coming to the Roxy. An extensive schedule of appearances on TV and radio, interviews with the press, etc., is being lined up by 20th-Fox publicists.

Earl I. Sponable, research director, 20th-Fox, returned from Hollywood following a studio visit. . . . C. Alderstrahle, manager, Westrex Scandanavia, AB, a subsidiary of Westrex Corporation, returned to his office in Stockholm, Sweden, after a visit to Westrex headquarters here.

Miles Storms, II, manager, in Venezuela for Westrex Company, Caribbean, a subsidiary of Westrex Corporation, left for Caracas following conferences here.

Charles J. Feldman, vice-president and general sales manager, U-I, left, for California meetings with studio executives. . . . John P. Byrne, eastern MGM sales manager, held a meeting with plans for the next four months discussed.

R. Senechal, head, recording department, Westrex Company, France-Belgium, a subsidiary of Westrex Corporation, left for Paris after conferences, and J. Y. Abe, director and assistant manager, and K. Kagra, recording



MGM's recent New York premiere of "The Last Time I Saw Paris," Capitol, undoubtedly can be chalked up as one of the outstanding events of the season. With the proceeds going to the New York Infirmary and the North Shore Hospital, Manhasset, L. I., thousands lined the Broadway area of the theatre for hours to witness the occasion, see photo, top left. Among those present were, top right, Nicholas M. Schenck, president, Loew's, Inc., and Mrs. Schenck, with MGM star Debbie Reynolds and Eddie Fisher; and, bottom row, left to right, Joseph R. Vogel, president, Loew's Theatres, with Colonel H. A. Cole, Allied States leader; Montgomery Clift with MGM star Elizabeth Taylor; and George Murphy, MGM star, flanked on the left by Herman Ripps, assistant to John P. Byrne, MGM eastern sales manager; and Silas F. Seadler, advertising manager, MGM.



engineer, Westrex Company, Orient, another subsidiary, are now en route to Japan.

John P. Harris, film buyer, Walter Reade Theatres, and Mrs. Harris are on vacation in the Virgin Islands.

A group of executives of Walt Disney Film Distributors, Ltd., the Disney distribution subsidiary in the United Kingdom, arrived for home office conferences. In the visiting contingent are Cyril Edgar, sales supervisor; Cyil James, treasurer; and Arthur Allighan, director of publicity. They will confer with Leo F. Samuels, general sales manager, Buena Vista; and Ned Clark, foreign sales manager.

Louise Leonard, manager, Loew's Lexington, is in Doctor's Hospital recuperating from an operation.

Al Guttermann, manager, Loew's Coney Island, has been released from the hospital following a back injury, and is recuperating at his home.

Howard Dietz, MGM vice-president and director of publicity, advertising and exploitation, left for the coast by plane, accompanied by Dan S. Terrel, publicity manager.

George Nichols, MGM studio publicist, got in from the coast for advance work on "Bad Day At Black Rock."

Virginia Callahan, Buffalo MGM booker, is in on vacation.

UNITED ARTISTS — Hilda Frishman, assistant cashier, like a good parent went to watch school operations during open school week and more especially to observe her twin sons Michael and Jay in action.

## New Jersey Newark

The Globe, Stanley Warner theatre, closed for an indefinite period. . . . Milfred Conforti, SW purchasing department, was married to Frank Serran at the St. Michaels Church. The couple are spending their honeymoon in Miami Beach, Fla. . . . Betty Anderson, Stanley Warner booking department, celebrated her birthday.

The Baker, Dover, N. J., presented each lady patron with a salad service set. . . . The Central, Jersey City, N. J. Inc., presented a fur fashion review from with the cooperation of Dan James Furs, the stage. Five professional Conover models modeled the furs.

At the Pioneer dinner in New York, Frank Damis, Robert Deitch, Anthony Williams, and Edgar Goth, Stanley Warner Jersey Zone, were installed as Pioneers. . . . The Capital, Paterson, N. J., has closed for an indefinite period.

Pat Nataro, who came from the Stanley Warner Jersey Zone to the Roth Circuit, Washington, two years ago, has been made a vice-president and director.

## Oakhurst

Members of the film industry and trade press have been invited to inspect



Proving once again that there is no end to the possibilities of a good idea, regardless of run, Ralph E. Donnelly, manager, Playhouse, Bellmore, L. I., recently contacted Frank Valentine, publisher, The Bellmore Home News, to help him find seven brothers to tie in with the showing of MGM's "Seven Brides For Seven Brothers." Despite the fact that the 600-seat Playhouse is a second-run situation, following the Century Circuit, Donnelly elicited plenty of space in the Long Island paper for the seven Honahan Brothers, who were located in town by the newspaper and were guests of the community and the theatre for a day. Here Donnelly, left, is pointing to a lobby display, as the publisher and the seven brothers, look on.

the Walter Reade Theatres new headquarters at Mayfair House, Walter Reade, Jr., circuit head, disclosed. Reade said that a series of open house visits had been set for this month, at which film distribution company executives, film company advertising toppers, movie supply and equipment dealer heads, and members of the trade press would be invited to visit the new headquarters. Bus transportation has been arranged between New York and Oakhurst. The Reade organization closed its offices in New York City and in Asbury Park, N. J., last August, and consolidated all home office personnel in a converted country estate here. The visitors will be served buffet supper after they inspect the facilities that have been installed for the new operation at Mayfair House.



Mrs. Seymour D. Hesse, seated, left, Mrs. William J. German, and Mrs. Arvid Kantor are seen recently at the Sherry Netherland Hotel, New York City, where the Women's Committee of the United Epilepsy Association discussed plans for this year's Celebrity Hotel at the Waldorf Hotel on New Year's Eve. Mrs. Hesse is president of the women's committee. German is treasurer of the association, which supports the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

## MPAA Speaker Raps Censorship

ALBANY — The Production Code and police laws, plus the sense of responsibility which the industry possesses and which individual Americans exercise in their selection of pictures to patronize or pass up, make censorship by states and municipalities unnecessary. This was the theme of a talk on "The Fine Line of Censorship," delivered by Mrs. Marjorie Dawson, member, MPAA public relations staff, and organizer of Children's Film Library, on an American Education Week program.

Mrs. Dawson told of her first experience with censorship in attending "The Scarlet Letter" at Montreal, and barraged censorship boards, their biases and inconsistencies, saying that states were lapping up the gravy from the very considerable revenue which film licensing produces.

Mrs. Dawson further reported recent Supreme Court decisions had weakened censorship bodies. The only valid grounds for censorship now are licentious, obscene, and indecent, all of which, Mrs. Dawson argued, could be effectively handled under city and state police statutes.

The speaker levelled her guns at the Boston board. Through the devious device of regulating Sunday entertainment, she said, it has clamped censorship on much of New England, despite the fact that Massachusetts voters overwhelmingly defeated a censorship referendum proposal some years ago. Mrs. Dawson also rapped the vagaries of Memphis censorship under aged Lloyd Binford, and asserted that many of his rulings probably could be overturned, but the cost of legal machinery to upset them was almost prohibitive.

The Production Code, administered by an industrious group of representative people, has proven so successful, she said, that "not a single state has adopted censorship since its inception." The major producing companies give the Code their strongest support, and pictures for "sensation seekers" are made by independents. Ninety-eight percent of the films shown are submitted to the Code for a seal. A majority of the larger circuits and theatres do not exhibit pictures which lack the Code seal.

## New York State Albany

Palace manager Bill With, scoring one of the season's bullseye promotions in the recent "Little Miss Albany Contest," had his joy doubled when five-year-old Suzanne Bechard, the winner, was crowned queen in the "Little Miss America" finals at New York City.

Zero Cartoons, Inc., has been authorized to conduct a motion pictures business in New York. Capital stock is 200 shares, no par value. Attorneys are Phillips, Nizer, Benjamin, and Krim.

Talas Amusement Corporation has been empowered to conduct an amusement business in New York. Capital stock is 200 shares, no par value. At-





Mrs. Charles C. Guggenheimer, chairman of the stadium concerts, recently visited the Rivoli, New York, to see the exhibition of photos of musical notables by Dr. I. W. Schmidt, F.P.S.A., that was shown in honor of "Carmen Jones." She is seen with Montague Salmon, Rivoli, managing director.

torneys are Davis and Gilbert. . . Elmsford Drive-In Enterprises, Inc., has been formed to conduct a theatre and real estate business in New York. Capital stock is 200 shares, no par value. Attorney is Harry M. Pimstein.

Bonded TV Film Service, Inc., has been authorized to conduct a motion picture film service in New York, with capital stock of 100 shares, no par. Attorneys are Berhardt, Kahn, Shapiro, and Epstein.

Paramount Films of Syria and Lebanon, Inc., has made a name change to Paramount Films of Lebanon, Inc. . . City Island Theatre, Inc., has been formed to conduct business in the Bronx, with capital stock of 100 shares, no par value. Attorney is Mortimer Haas.

Medallion Films, Inc., has registered a certificate to carry on a motion pictures business in New York. Capital stock is 100 shares, no par value. Directors are Fred G. Moritt, Brooklyn; Beatrice Wolkoff, and Frederick A. Spinelli. Attorney is Morris Eisenstein.

WTRI, in which Stanley Warner Theatre Corporation owns a 50 percent interest, tossed a bombshell by proposing to the Federal Communications Commission that all Albany-Troy-Schenectady television stations be placed on UHF frequencies and that VHF Channel 6, held by WRGB, Schenectady, be assigned to the State Education Department. The proposal will be vigorously opposed by WRGB, since the latter states that any other individual or company could have applied for a TV license on the assigned channel, when General Electric did. Wheeler stated that if FCC rejected the all-switch-to-UHF idea, WTRI would apply for VHF Channel 10.

Relighting of uptown Colonial was postponed. . . Paul Wallen presented "Mystic Stage Show" for a single performance, plus a horror double bill at the Grand. . . Delaware, Stanley Warner art house, presented "Julius Caesar" at popular prices. . . The Strand presented a holiday morning show for children, at 35 cents admission, featuring a personal appearance of "Snow White's Pals, Three Pinocchio Brothers, Mickey Mouse, Happy, and Peter Pan,"



Above is one of five windows which were set up recently with "White Christmas" displays under the national tieup with Natlynn Junior Miss Dresses at the Sample Shop, Buffalo. Eddie Miller, manager, Buffalo Paramount, arranged the tieup on the Paramount Vista-Vision film.

in addition to an Our Gang comedy and 15 cartoons.

Charles Rossi, who operated the Paramount, Schroon Lake, last summer, is passing the winter here. His brother, John, who conducted the Strand, Schroon Lake, last summer is back in Jersey City, N. J. Charles Rossi is seen as a truck driver in several scenes of Columbia's "On The Waterfront," which was made in his home town, Hoboken, N. J.

### Buffalo

Hal King, Schine's Riverside, has set a Christmas rental with a local furniture store.

### East Greenbush

Alvan V. Iselin announced that a modernization and beautification program at Auto-Vision would include installation of a 120-foot-wide screen; a cafeteria-type concession stand; paving entrance road to theatre and all ramps. Work was scheduled to start in early December, according to plans drawn by Leon Einhorn, Albany architect specializing in drive-ins. Islin also plans construction of a shopping center.

### Hudson

Byron Gulick, Community manager, offered Gulick, Community manager, and Health Association an opportunity to participate in the nation-wide contest



Star Judy Holliday was welcomed to Loew's State, New York City, recently by James Bruno, house manager; Gene Picker, vice-president, Loew's; and William Phillips, district manager, for the premiere of Columbia's "Phffft."



An advance musical salute to 20th-Fox's "Desiree" took place daily recently at New York's Roxy via the above special juke box in the lobby of the theatre. Patrons had their choice of playing free their favorite waxing of the film's title song as represented by a total of eight recorded versions.

by the National Tuberculosis Association and Warners to allot the world premiere of "The Silver Chalice" to the county reporting the highest per capita returns from mail sales in the first three days of the annual Christmas Seal drive. Mrs. Raymond K. Kenndy, county chairman for the Seal campaign, accepted.

The Regents postponed until their Dec. 16-17 meeting here announcement of the decision in Capitol Enterprises' appeal from a ruling by Dr. Hugh M. Flick, director of motion picture division, State Education Department, that the birth sequence in "Mom and Dad" be deleted before the picture is licensed. A three-member reviewing committee of the board sat in at a screening and later heard Ephraim S. London, attorney for petitioner-appellant; Dr. Charles A. Brind, Jr., for the Regents; and Dr. Flick.

Welcome visitors were Edward L. Fabian and Louis R. Golding, who inspected Fabian Theatres in the area and conferred with managers. It was the first trip Golding, former Fabian division manager here and previously connected with Procter houses, had made in the past year.

### Lockport

Harry Goldsmith, manager, Palace, recently put on a big "White Christmas" campaign. A full page co-op ad was



A bit of Broadway in Buffalo with flashing spotlights and a 45 foot illuminated banner recently helped lend New York and Hollywood atmosphere to Buffalo's Center during the engagement of Warners' "A Star Is Born."



# A unique service...

available ONLY to the nearly 10,000 showmen who regularly subscribe to—

## MOTION PICTURE EXHIBITOR

"Always FIRST . . . with the BEST . . . in theatre-wise SERVICES!"

# THEATRE OPERATING FORMS and SYSTEMS —to lighten your detail work!

HERE IS A HANDY DESCRIPTION AND ORDER FORM . . . JUST FILL  
IN YOUR NEEDS AND MAIL. Actual sample sheets will be mailed on request!

Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
	... Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply.....	\$ .60	
	... Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
	... Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
	... Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
	... Packet-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
	... Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
	... Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
	<b>BOXOFFICE STATEMENTS:</b>		
	... Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
	... Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
	... For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
	<b>BOOKKEEPING SYSTEM—Book:</b>		
	... At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
	... Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets.....	.50	
	<b>PAYROLL FORMS:</b>		
	... Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYE EARNINGS RECORD CARDS:</b>		
	... Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards.....	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
	... Vaucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder. Per pad.....	.25	
	... Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50.....	.60	
	<b>SERVICE MANUALS FOR TRAINING:</b>		
	... Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each.....	.10	
TOTAL REMITTANCE to cover this ORDER→			

Direct ORDER to: MOTION PICTURE EXHIBITOR, 246-48 N. CLARION ST., PHILADELPHIA 7, PENNA.  
CASH, CHECK or MONEY ORDER in the proper amount, should accompany all orders

Theatre Name. ....

Shipping Address .....



Virginia Mayo, star, Warners' "The Silver Chalice," recently appeared as a queen in Macy's Thanksgiving Day parade in New York City.

arranged with the cooperation of 10 local merchants, in which their featured merchandise was keyed to the overall page banner, "We join in saluting Lockport's earlist "White Christmas!" Campaign also included newspaper and radio interviews with Paramount's Bob Schwartz.

### Poughkeepsie

Hyde Park Auto-Vision, for cool November nights, advertised "A Gallon of Gas Free for Every Car Admitted. Keep Cool At No Extra Cost!" Tuesday through Thursday was eliminated from the operating schedule.

Malvin Warshaw, formerly manager, AB-PT's Paramount, Peekskill, has been transferred to the Juliet here. He is being succeeded in Peekskill by Fielding K. O'Kelly.

### Rochester

Max Vinson has set a Christmas rental for Schine's Liberty with the Pepsi Cola people, whereby each child presenting six bottle caps will be admitted free.

### Seneca Falls

Duane Marks has set a rental with Sylvania Electric for their Christmas party on Dec. 18 at Schine's Strand. This is Mark's second rental, and he has a third on the fire.



A party in the French tradition for French star Jacques Tati was held recently at the Gourmet Shop, White Plains, N. Y., after Tati made a personal appearance at David Mavity's Pix in connection with the showing of "Mr. Hulot's Holiday," G.B.D.-International release. Seen, left to right, in the kitchen of the Gourmet Shop, are Mavity; Mrs. Gay and Alfred Gay, proprietors of the restaurant; Tati; and Miss Sonia Gay.



## NEWS OF THE

*Territory***Philadelphia  
Crosstown**

Stars, directors, and producers of the industry will participate in the dedication of the Nickelodeon in Franklin Institute on Jan. 18, co-sponsored by the Institute and the Motion Picture Associates of Philadelphia. The MPA will also hold a \$25-a-plate dinner that evening in the Bellevue-Stratford Hotel honoring pioneers of the local movie industry. The proceeds of the dinner will go to the MPA's welfare committee, according to Sam Diamond, 20th-Fox branch manager and president of the group. William Goldman is general chairman of the MPA dinner committee, and also donor of the Nickelodeon, which he plans as "a shrine to the movie industry." The Franklin Institute Nickelodeon will be a replica of the turn-of-the-century movie houses, forerunners of today's giant film emporiums. It will feature showings of silent film classics with all proceeds of the Nickelodeon showings going to the Franklin Institute. Before the entrance to the Nickelodeon will be a wooden sidewalk, which will be replaced block by block by concrete. Embedded in the concrete will be distinguishing marks of motion picture and other celebrities who visit the shrine of the industry. Goldman is head, William Goldman Theatres; president, Gregory-Goldman Enterprises, a production company; and a distributor as president, the Williams Company. Highlights of the story of the Nickelodeon were shown on television via WPTZ-TV recently.

Jules Levey was in in the interest of Republic's "The She Wolf" and was taken on a whirlwind trip of the town's newspapers, radio, and TV stations by Irving Blumberg, SW publicist; Al Plough, manager, SW Stanton, where the film opens; and Norman Silverman, Republic branch manager. . . . Nelson Wax, formerly head, Boxoffice Attractions, has taken over the Globe from J. Wolfe.

The Ritz, St. Clair, Pa., and Ritz, New Holland, Pa., owned by Stanley Peters, have rejoined Allied Motion Pictures Theatre Service. James Carey's York, York, Pa., also rejoined.

**Vine Street**

Whitey Molitch, Highway Express Lines, was recuperating at home after another hospital siege. . . . Jack Weiss has reentered the distribution field, handling both live and film roadshow attractions. . . . Max Bronow, MGM booker, was doing okeh following a recent operation at the University Hospital.

Benny Glatz is now a booker at MGM, as well as handling the projection duties and censorship as heretofore. . . . Condolences are extended to Joseph Quin-

**New Orders Issued  
In Melvin Fox Case**

PHILADELPHIA — Several additional orders were made last week by U. S. District Court Judge John W. Lord, Jr., in connection with the pending major distributors' suit against Melvin J. Fox.

The defendants' motion for re-argument of defendants' motion to dismiss, of defendants' motion for production of documents, of plaintiffs' motion for production of documents, and of defendants' motion to strike affidavit of Arnold Nemiroff, were denied. Regarding the plaintiffs' objections to defendants' interrogatories, the plaintiffs will furnish defendant with information regarding specific returns where they consider there has been fraud in paying license fees to plaintiffs; together with information now in their possession as to what they consider the proper amounts which should have been stated and the source of that information. As to other interrogatories, the objections are sustained.

livan, Warners salesman, upon the death of his wife from a heart condition.

Her many friends will be sorry to hear that Mrs. John Golder was in Graduate Hospital for an eye operation.

Harvey Felt is on his way home from Labrador. After a brief stay, he and Mrs. Felt will leave for Seattle. . . . Mr. and Mrs. David E. Brodsky celebrated their 30th wedding anniversary.

. . . Bob Hanover, Byrd, was on the sick list.

Meyer Adleman is industry chairman of the annual Deborah Sanatorium and Hospital maintenance drive. Associate chairmen are Jack Beresin, Sam Diamond, Norman Silverman, and Dave Supowitz. Deborah is now in its 33rd year of free, non-sectarian service to the tuberculous poor, and the society has now begun to offer care and treatment to heart and cancer victims.

Ben Harris has just about completed repainting and renovating his American exchange. . . . Dave Rosen was in New York City negotiating for some additional English-made product to handle in the area. . . . Milt Young, Columbia exploiter, was busy with "Phffft," Goldman. . . . Max Miller, UA tub thumper, was back and spent a few days with his baby. . . . Harry Brillman, Screen Guild, made a trip out of town. . . . Jack and Joe Engel, Screen Guild, were enthused over having the next two Goldwyn reissues, "The Farmer's Daughter" and "Notorious." . . . Eddie Gabriel, Capital, celebrated his 39th year on the street. He says he now has a great line up of product, including Astor releases and some foreign films. . . . Leon Cohen has been busy with some interesting screenings at his Vine Street Screening Room, which is now fully equipped for CinemaScope, etc. . . . Mort Magill and Leonard Mintz expected to announce the acquisition of Film Row quarters for Buena Vista almost any day now. . . . Jack Harris' Exploitation Productions, Inc., were busy getting settled in their new

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quarters at 1321 Vine Street, where booker Mickey Greenwald was very much on the job. . . . Screen Guild's booker Rose Kaplan is so amiable and pleasant it is a pleasure to give her dates, on Lippert and other SG product, of course.

## Circuits Stanley-Warner

The holiday stage and screen show for kiddies given at the SW Mastbaum was presented as the spearhead of a concerted effort by Stanley Warner Theatres in the Philadelphia zone to recapture the child audiences. Ted Schanger, Stanley Warner zone manager, feels that such a program is vital not only to the present business, but to combat new competition vying for the attention of child patronage. More than 4,000 children attended. Ordinarily, the 4300-seat Mastbaum does not cater to child patronage, thus the success of the show indicates the potentialities of a well-balanced program designed directly to appeal to kiddies. The stage show featured Rex Trailer and his horse, from a local TV station, who did rope stunts, played the guitar, told stories and sang; a puppet show, a mechanical man, and other acts with kiddie appeal, personalities children had become acquainted with through the medium of television.

## District of Columbia Washington

All of Film Row is mourning the death of Earl Taylor, former 20th-Fox and Columbia booker. Taylor retired from the industry a few years ago, due to poor health, and at the time of his death was a patient at the Mount Alto Hospital.

The Colosseum of Motion Picture Salesmen's local loge held their annual election at the Continental Hotel and officers elected are Martin Kutner, president; Tommy Cosgrove, vice-president

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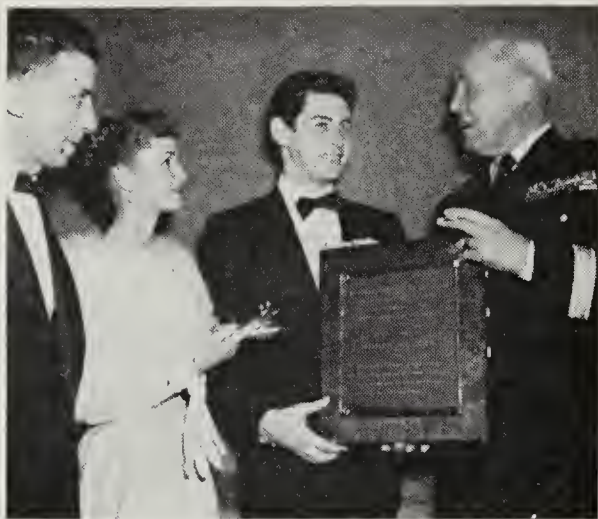
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At Variety Club of Washington's 19th annual dinner-dance at the Statler Hotel, General Stokes presented Eddie Fisher with a plaque as Tent 11's "Personality Of The Year," as Alvin Q. Ehrlich, chairman of the dinner-dance and 1955 chief barker, and Debbie Reynolds, MGM star, looked on.

and Jimmy Whiteside, secretary-treasurer.

Sam Mellits, Dentonia, Denton, Md., was in making reservations for passage to Florida via the air-ways. . . . Phil Berler, E. M. Loew home office executive, visited the exchanges with local manager Joe Argenzio to do some booking and buying. . . . Gus Lynch, Schine Circuit zone manager, was in Cumberland, Md., visiting the Strand.

COLUMBIA—Midwest division manager Sam Galanty planed out to Cincinnati to huddle with branch manager Phil Fox. . . . Booker Harold Goldstein is in the Episcopal Hospital, undergoing minor surgery on his nose. . . . Florence and Walter Donohue, cashier and booker, respectively, are overjoyed at the announcement of the forthcoming wedding of their son, Joseph. . . . Exploiteer Sid Zins is busy setting up campaigns on "The Black Knight," which opens at the Metropolitan and Ambassador.

Tommy Camarda, RKO Keith's, and family are vacationing in New York City, taking in the shows. . . . Ridley Green was in to do some booking for his Mecca, Chase City, Va. . . . Sam Wheeler, Wheeler Film, visited the Pitts Circuit, Fredericksburg, Va. . . . Extensive alterations are being made to RKO Keith's outer lobby.

METRO — Baltimore, Md., salesman Pete Prince was selected to present an award to Buddy Young, Baltimore Colt's most valuable player. The presentation was made at the Memorial Stadium, Baltimore, before 25,000 people.

20TH-FOX — District manager Martin Moskowitz was in for a visit with branch manager Ira Sichelman. . . . Mildred Shahan, clerk, became Mrs. Sam Duckworth. The wedding took place in West Virginia. . . . Dick Young, son of Sara Young, head booker, is a student in the 20th-Fox office, Boston. . . . Happy birthday to Catherine Cook, inspectress.

Seen along the Row were: W. R. Tanner, K-T Circuit, Kenbridge, Va.; T. I. Martin, Pitts Circuit, Fredericksburg, Va.; Jerry Carter, Plaza, Baltimore, Md.; Mike Leventhal, Lord Baltimore,

Baltimore, Md.; and Fred Perry, Edgemere, Edgemere, Md.

—FREDDIE S.

## Delaware Wilmington

G. Park Weaver, projectionist, Ben Shindler's Ace, reports that Nov. 24 marked the 21st anniversary of the nation's oldest theatre club for children, the Young Timers of the Ace. Organized in 1933, it has a present membership, he said, of more than 1,400 boys and girls, and includes children whose parents were formerly members of the club. The Young Timers was founded in Dover, Del., in 1931, and a number of similar units followed in other parts of the nation after publication of trade paper accounts of the organization.

G. Earl Smith, city manager, Eskin Theatres, received injuries of the head, face, hands and legs when a trolley coach on which he was a passenger stopped suddenly and collided with an automobile. Following hospital treatment, Smith was back on the job, but under doctor's care. . . . Wilmington Dry Goods Company sponsored a free two-hour show for kiddies at H. S. Eskin's Queen, including the feature film, "A Christmas Carol," and a community sing with Santa, after which Santa made his headquarters at the WDG store, across the street from the theatre.

Elizabeth G. Sholly, Rialto, wife of Henry L. Sholly, MOTION PICTURE EXHIBITOR correspondent, celebrates her birthday anniversary today (Dec. 8).

Delmar News Agency trucks carried cards 30x40 advertising 20th-Fox's "Desiree," Rialto, as part of that film's promotional campaign, which included expanded radio and newspaper coverage. In addition, Robelen's record store displayed a poster featuring the various recordings of "The Song From Desiree," also carrying theatre credit. . . . Lewis S. Black, manager, SW Warner, used larger newspaper ads for "Dr. Silkini's Asylum of Horrors" which was in for a midnight one-performance stand. . . . The SW Warner Ritz and SW Grand held extra matinees for the kiddies during the Thanksgiving holidays. . . . Edgar J. Doob, manager, Loew's Aldine, gave MGM's "The Last Time I Saw Paris" a big advertising sendoff.

—H. L. S.

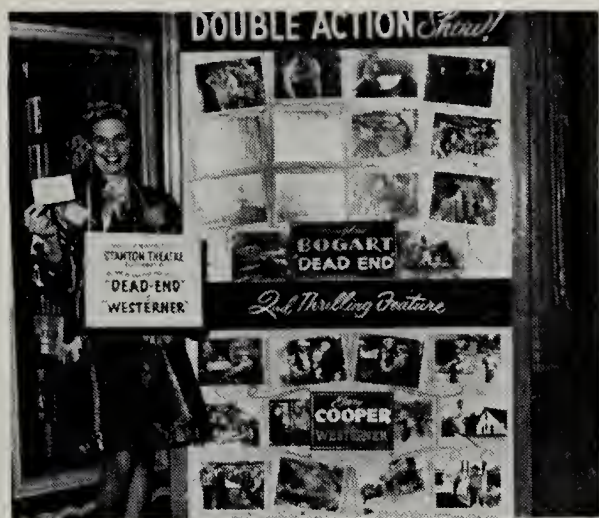
## Maryland Baltimore

Chairman Sydney R. Traub, Maryland Board of Motion Picture Censors addressed the annual Thanksgiving service at the Beth Jacob Brotherhood. He discussed the application of motion picture censorship at the local and national level. . . . The Westport has installed CinemaScope.

Funeral services were held for Carroll G. Bayne, Sr., business manager, IATSE Local 181. For the past 27 years he had been projectionist at the Stanley. His widow, two daughters, and a son survive.

Mrs. Lucille Williams, cashier, Met, has returned to duty, having recovered from recent surgery at Johns Hopkins Hospital.





This model recently attracted plenty of attention to American Films' Samuel Goldwyn reissues, "Dead End" and "The Westerner," SW Stanton, Philadelphia, as she gave out numbered invitations to see the film. If corresponding number was posted at the theatre, bearer got in free. Stunt was worked out by American's Benny Harris and Al Plough, Stanton manager.

... Electric in-car heaters have been installed at the Edmondson Drive-In. ... The Howard has installed new seating.

Maurice Hendricks, Hicks-Baker Theatres, and his brother, George Hendricks, Mayfair manager, are mourning the loss of their sister. ... Oscar B. Coblenz, Jr., owner, Alpha, is vacationing in Florida. ... I. M. Rappaport, Hippodrome and Town, was in New York on business.

The New, Reisterstown, Md., is now operated by the Durkee Circuit. It was formerly a part of the Garman Circuit. ... Meyer Leventhal, manager, Lord Baltimore, was visiting in Washington. ... Dick Dizon, Town manager, promoted and gave away an automatic rotisserie as part of his campaign in advance of "Phffft." ... Bill Meyers, owner, DeLuxe, was in Pocomoke City, Md., on business.

### Georgetown

Kenneth Holson has been named manager, Ayres, succeeding Merritt F. Smith, recently deceased. Holson had been with the Ayres circuit of theatres from 1942 to 1951, when he left to enter the Army. After completing his service, he became manager of their Miami Beach, Fla., theatre and last winter was manager, Paramount, Palm Beach, Fla.

### Hagerstown

Nat Glasser, formerly district manager, Warners, paid a visit. He is now living retired in Washington. ... Concluding outdoor church service was held at Red Run Drive-In, near Waynesboro, Pa. ... 1,300 children packed the Tivoli, Frederick, Md., on a recent kids day. A parade preceded free movies. ... SW Colonial, Claude Poole, manager, recently inaugurated CinemaScope.

### Leonardtown

Nat A. Hodgdon, who managed the 235 Drive-In, California, Md., is now at the Plaza, Lexington Park, Md., for the winter. ... Billy Anoson, assistant manager, Park and Plaza, Lexington Park, Md., visited the University of Maryland and attended a football game there.



Some of the 4,000 kiddies and adults who attended the holiday kiddie stage and screen show at the SW Mastbaum, Philadelphia, recently, are seen above. Presented in connection with TV station WPTZ, the show featured in person Rex Trailer and his horse, Chuckwagon Pete, Bertie the Bunyip, and Mr. Rivets. The screen attraction was Walt Disney's featurette, "Stormy, The Thoroughbred."

### Pennsylvania Allentown

CinemaScope is being installed at Sol Shockor's Franklin. Other renovations are also being made as the theatre is being readied for the holiday season. ... Preparations have also been made at Fabian's Rialto for CinemaScope to be installed. There is a 32 foot screen, Earl Arnold, manager, states.

Harry Albert, Boulevard Drive-In manager, is relief man at Fabian's Colonial and Rialto during the winter until March when the drive-in season resumes its full weekly schedule. At that time Bill Irwin will resume the relief stint. ... Local theatres have sent in their Will Rogers Salute funds for the tuberculosis sanatorium at Saranac Lake, N. Y.

Good response is noted to the sale of Variety Club booklets in the charity campaign with awards valued at \$10,000 for the benefit of the Variety Club's camp for handicapped children. ... Lou R. Golding, general manager, Fabian, was a visitor at the Rialto and Colonial. ... Charles Golding, auditor for Fabian, spent two days with the Colonial, Rialto, and Boulevard Drive-In.

Lions Club of Allentown's annual Santa Claus benefit tickets are in effect at the Colonial and Rialto for a two-week period. This annual benefit nets the club funds for a Christmas welfare project.

—M. S.

### Lewistown

Harold Cohen, owner, Center, formerly the Temple, which reopened recently deserves credit for a great exploitation job. He had Miss Pennsylvania present in person, bands, etc. He also operates the Embassy; and there are now four first-run houses in Lewistown, with building moving toward the Center, which has parking space for 600 cars. Allied Motion Picture Service, Philadelphia, is doing the buying and booking. Among those present at the opening were Mr. and Mrs. Sidney Samuelson, AMPS; Tom Noble, Warners salesman; Bill Doyle, UA salesman; H. Bache,



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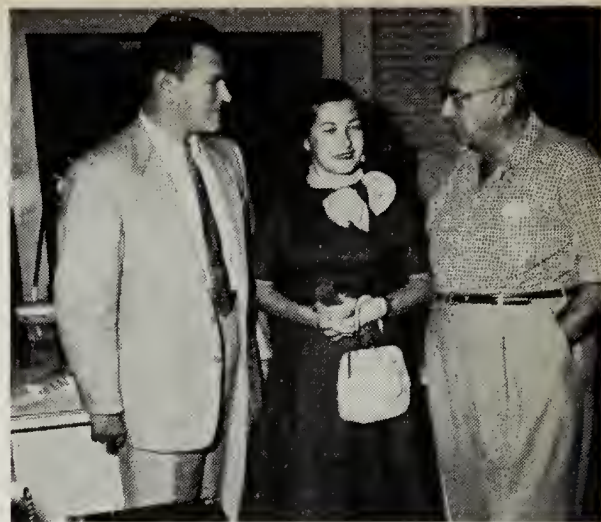
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Leonard Moonblatt, Clifton, Clifton Heights, Pa., and wife recently met an old friend, director Norman Taurog, on the set of Paramount's new Martin and Lewis starrer, "You're Never Too Young," on their trip to the Hollywood studio.

MGM salesman; James Coyne, U-I salesman; and many others. The opening attraction was 20th-Fox's CinemaScope production, "Woman's World."

### Middleburg

William Weiser has taken complete charge of the Sky.

### Reading

The Warner staged an all-horror midnight show. . . . No decisions have been announced in the cases of theatre owners or lessees who are appealing real estate assessment increases for 1955.

### Variety Club

#### Tent 13, Philadelphia

A testimonial dinner in honor of retiring Chief Barker Norman Silverman and welcoming the newly elected Chief Barker Louis J. Goffman and the Crew for 1955 will be held on Jan. 10 at the Bellevue-Stratford Hotel.

"The Black Knight" was screened through the courtesy of Columbia, and Martin and Lewis' latest, "Three Ring Circus," will be screened on Dec. 12 through the courtesy of Paramount.

The annual Christmas party for the Variety Club campers will be held in the clubrooms on Dec. 18, with the Tent and The Daily News as co-sponsors. . . . The heart fund drive books are moving nicely. The drive terminates on Jan. 10.



Judy Holliday, star, Columbia's "Phffft," Goldman, Philadelphia, appeared in the theatre lobby and gave autographs to fans as part of the opening campaign. She was accompanied by Al Rylander, Columbia director of exploitation, seen beside the star.



## Allied Artists

(1953-54 releases from 5401;  
1954-55 releases from 5501)

(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

**BOB MATHIAS STORY, THE—BID**—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.  
**BOWERY BOYS MEET THE MONSTERS, THE—C**—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65 1/2m.—see June 2 issue—(5419).  
**BOWERY TO BAGDAD—C**—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).  
**CRY VENGEANCE—MD**—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—(5504).  
**DESPERADO, THE—W**—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).  
**HUMAN JUNGLE, THE—MYMD**—Gary Merrill, Jan Sterling, Paula Raymond—Weil-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).  
**JUNGLE GENTS—C**—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).  
**KILLER LEOPARD—AD**—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).  
**RETURN FROM THE SEA—ACD**—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).  
**SECURITY RISK—MD**—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).  
**TWO GUNS AND A BADGE—W**—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).  
**WEAK AND THE WICKED, THE—MD**—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71 1/2m.—see July 28 issue—(English-made)—(5432).

### TO BE REVIEWED OR IN PRODUCTION

**AFRICAN FURY**—Jungle documentary—(Color)—(5411).  
**ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).  
**BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace—(5508).  
**WARRIOR, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).  
**CODE 3**—Bill Elliot, Keith Larsen, Helene Stanley.  
**GOD'S ANGRY MAN**—Raymond Massey, Debra Paget, Jeffrey Hunter.  
**HIGH SOCIETY**—Leo Gorcey, Huntz Hall, Amanda Blake.  
**PORT OF HELL**—Dane Clark, Carole Mathews, Wayne Morris—(5505).  
**RIDER OF THE RUBY HILLS**—Zachary Scott, Carole Mathews.  
**SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).  
**TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley—(5503).  
**TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—(5506).  
**TWILIGHT ALLEY**—Richard Conte, Constance Smith.

## Astor

**ROBOT MONSTER—SFD**—George Nader, Claudia Barrett, Selena Royle—Exploitation entry will serve on the lower half—62m.—see Nov. 18 issue—(3-D and 2-D).  
**SLEEPING TIGER, THE—D**—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

### TO BE REVIEWED OR IN PRODUCTION

**RETURN OF RAFFLES**—George Barrard, Carmilla Horn—(English-made).

## Columbia

(1953-54 releases from 601; 1954-55 releases from 701)  
(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

**AFFAIRS OF MESSALINA, THE—HISD**—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—108m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English).  
**BLACK DAKOTAS, THE—OMD**—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).  
**BLACK EAGLE, THE STORY OF A HORSE—OD**—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).  
**BLACK KNIGHT, THE—COS—MD**—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England)—(719).  
**BULLET IS WAITING, A—D**—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).

## MOTION PICTURE

# EXHIBITOR

## SERVICESECTION

### The Check-Up of all features and shorts for an eight-month period

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Vol. 53, No. 6  
SECTION 2

DECEMBER 8, 1954

**CAINE MUTINY, THE—D**—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).

**CANGACEIRO (The Bandit)—MD**—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).

**CANNIBAL ATTACK—MD**—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue—(718).

**CORONER CREEK—W**—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).

**DETECTIVE, THE—D**—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).

**FIRE OVER AFRICA—MD**—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).

**GUNFIGHTERS—W**—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).

**HELL BELOW ZERO—MD**—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).

**HUMAN DESIRE—D**—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).

**INDISCRETION OF AN AMERICAN WIFE—D**—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).

**JUNGLE MAN-EATERS—AD**—Johnny Weissmuller, Karl Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).

**LAW VS. BILLY THE KID, THE—W**—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).

**MASTERSON OF KANSAS—W**—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor).

**MISS GRANT TAKES RICHMOND—F**—Lucille Ball, William Holden, Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).

**ON THE WATERFRONT—MD**—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).

**OUTLAW STALLION, THE—OD**—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).

**PHIFFT—C**—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B—(715).

**PUSHOVER—MD**—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).

**SARACEN BLADE, THE—Ricardo Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).**

**THEY RODE WEST—W**—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).

**THREE HOURS TO KILL—OMD**—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

## KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.  
3-D Indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	RD—Religious drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama	ROMDMU—Romantic drama with music
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SFD—Science fiction drama
F—Farce	SCD—Sex comedy drama
FAN—Fantasy	TRAV—Travelogue
FANMU—Fantasy musical	W—Western
FMD—Farce musical	WC—Western comedy
HISD—Historical drama	WCMU—Western comedy musical
MDMU—Melodrama musical	WD—Western drama
MD—Melodrama	WMD—Western melodrama
MUC—Musical comedy	WMDMU—Western melodrama musical
	WMU—Western musical

## HONEST OPINION



### based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!



TO BE REVIEWED OR IN PRODUCTION

**BAMBOO PRISON**—Robert Francis, Dianna Foster, E. O. Marshall.  
**CELL 2455**—William Campbell, Kathryn Grant, Steve Edwards.  
**CHICAGO SYNDICATE**—Dennis O'Keefe, Abbe Lane, Xavier Cugat.  
**CREATURE WITH THE ATOM BRAIN**—Richard Denning, Angela Stevens.  
**DEADLOCK**—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).  
**END OF THE AFFAIR, THE**—Van Johnson, Deborah Kerr, John Mills—(Made in England).  
**FIVE AGAINST THE HOUSE**—Guy Madison, Kim Novak, Brian Keith.  
**GUN THAT WON THE WEST, THE**—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).  
**IT CAME FROM BENEATH THE SEA**—Kenneth Tobey, Faith Domergue, Ian Keith.  
**JUNGLE MOON MEN**—Johnny Weissmuller, Jean Byron, Billy Curtis.  
**LONG, GRAY LINE, THE**—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).  
**MAN FROM LARAMIE, THE**—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).  
**MY SISTER EILEEN**—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).  
**PIRATES OF TRIPOLI**—Paul Henreid, Patricia Medina—(Technicolor)—(706).  
**PRISONER, THE**—Alec Guinness, Jack Hawkins, Jeannette Sterke—(English-made).  
**PRIZE OF GOLD, A**—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).  
**RIOT ON PIER SIX**—Arthur Franz, Beverly Garland.  
**SEMINOLE UPRISING**—George Montgomery, Karin Booth—(Technicolor).  
**STALK, THE**—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).  
**TEN WANTED MEN**—Randolph Scott, Jocelyn Brando—(Technicolor).  
**THREE FOR THE SHOW**—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).  
**TIGHT SPOT**—Edward G. Robinson, Ginger Rogers, Brian Keith.  
**VIOLENT MEN, THE**—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).  
**WOMEN'S PRISON**—Ida Lupino, Jan Sterling, Howard Duff.  
**WYOMING RENEGADES**—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

**AIDA**—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferrania-color)—(English narration).  
**APPOINTMENT FOR MURDER**—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).  
**BREAD, LOVE, AND DREAMS**—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).  
**GIRLS MARKED DANGER**—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).  
**HELL RAIDERS OF THE DEEP**—D—Eleonora Rossi Drago, Pierre Cressoy, Girolamo Manisco—Exploitation import—93m.—see May 19 issue—Leg.: B—(Dubbed in English).  
**SENSUALITA**—D—Eleonora Rossi Drago, Amedeo Nazzari, Marcello Mastroianni—Fair import has plenty of exploitation angles—72m.—see May 19 issue—Leg.: C—(Dubbed in English).  
**TARANTELLA NAPOLETANA**—MUC—Clara Bindi, Clara Crispo, Vittorio Crispo—Weak musical for the Italian spots—86m.—see May 19 issue—(Gaevacolor)—(English titles).  
**THEODORA, SLAVE EMPRESS**—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—(Italian-made)—(English dialogue)—(PatheColor).

TO BE REVIEWED OR IN PRODUCTION

**AGAINST THE WALL**—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).  
**CITY STANDS TRIAL, A**—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.  
**HURDY-GURDY**—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(PatheColor).  
**HUSBAND FOR ANNA, A**—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).  
**LOVE IN THE CITY**—Documentary love story—(Dubbed in English)—110m.

**TOO YOUNG FOR LOVE**—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).  
**VOICE OF SILENCE**—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).  
**WAYWARD WIFE**—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**BIG CHASE, THE**—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).  
**FANGS OF THE WILD**—MD—Charles Chaplin, Jr., Onslow Stevens, Margia Dean—Routine programmer for the lower half—71m.—see May 19 issue—(5311)—(1.85-1).  
**HEAT WAVE**—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).  
**MONSTER FROM THE OCEAN FLOOR**—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).  
**PAID TO KILL**—MD—Dane Clark, Paul Carpenter, Theo Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).  
**RIVER BEAT**—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).  
**TERROR SHIP**—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).  
**THUNDER PASS**—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).  
**UNHOLY FOUR, THE**—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).

TO BE REVIEWED OR IN PRODUCTION

**AIR STRIKE**—Gloria Jean, Richard Denning.  
**BLACK PEARL, THE**—Wayne Morris, Dorothy Patrick—(Color)—(Made in Hawaii).  
**BLACK PIRATES**—Anthony Dexter, Lon Chaney, Robert Clarke—(AnsoColor)—(Made in El Salvador)—(5407).  
**DEADLY GAME**—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—(5402).  
**GLASS TOMB**—John Ireland—(English-made)—(5409).  
**RACE FOR LIFE, A**—Richard Conte, Marl Aldon—(English-made)—(5403).  
**SHOCK**—Brian Donlevy, Margia Dean, Jack Warner—(Made in England).  
**SIEGE, THE**—(Italian-made)—(5323)—63m.  
**SILENT RAIDERS**—Richard Bartlett, Earle Lyon, Jeanette Bordeaux—(5404)—65m.  
**SILVER STAR, THE**—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney.  
**THEY WERE SO YOUNG**—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ATHENA**—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this off-beat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(507)—(1.75-1).  
**BEAU BRUMMELL**—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).  
**BETRAYED**—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).  
**BRIGADOON**—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(AnsoColor)—(CinemaScope)—(502).  
**CREST OF THE WAVE**—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(511)—(1.75-1).  
**DEEP IN MY HEART**—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—(Eastman Color; print by Technicolor)—(512)—(1.75-1).  
**DR. JEKYLL AND MR. HYDE**—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).  
**GONE WITH THE WIND**—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).  
**HER TWELVE MEN**—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnsoColor)—(Print by Technicolor)—(429)—(1.75-1).

**JULIUS CAESAR**—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, maritallous offering—121m.—see June 17 issue—(422)—(SS).

**LAST TIME I SAW PARIS, THE**—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(510)—(1.75-1).

**MEN OF THE FIGHTING LADY**—DOCD—Van Johnson, Walter Pidgeon, Louis Calhern—Well-made, all-male war film shapes up as an exploitable opportunity—80m.—see May 19 issue—(AnsoColor)—(Print by Technicolor)—(425)—(1.75-1).

**ROGUE COP**—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—(1.75-1).

**SEVEN BRIDES FOR SEVEN BROTHERS**—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(AnsoColor)—(CinemaScope)—(426).

**STUDENT PRINCE, THE**—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(AnsoColor)—(CinemaScope)—(424).

**TARZAN ESCAPES**—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue—(509).

**TARZAN THE APE MAN**—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B—(508).

**VALLEY OF THE KINGS**—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

**WOMAN'S FACE, A**—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

TO BE REVIEWED OR IN PRODUCTION

**BAD DAY AT BLACK ROCK**—Spencer Tracy, Robert Ryan, Walter Brennan, Anne Francis—(Color)—(CinemaScope).  
**BOULEVARD IN PARIS**—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).  
**GLASS SLIPPER, THE**—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).  
**GREEN FIRE**—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Columbia).  
**HIT THE DECK**—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).  
**INTERRUPTED MELODY**—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).  
**INVITATION TO THE DANCE**—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).  
**IT'S ALWAYS FAIR WEATHER**—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).  
**JUPITER'S DARLING**—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).  
**LOVE ME OR LEAVE ME**—Doris Day, James Cagney—(Technicolor).  
**MANY RIVERS TO CROSS**—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope).  
**MARAUDERS, THE**—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).  
**MOONFLEET**—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).  
**PRODIGAL, THE**—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).  
**SCARLET COAT, THE**—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

**GREATEST SHOW ON EARTH, THE**—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).  
**REAP THE WILD WIND**—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor)—(R-5403).  
**REAR WINDOW**—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).  
**SABRINA**—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).  
**SECRET OF THE INCAS**—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).  
**THREE RING CIRCUS**—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).  
**WHITE CHRISTMAS**—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(5430)—(PS).



## TO BE REVIEWED OR IN PRODUCTION

- AIR COMMAND**—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).
- BRIDGES AT TOKO—RI, THE**—William Holden, Fredric March, Grace Kelly, Mickey Rooney—(Technicolor)—(5405)—(PS).
- CONQUEST OF SPACE**—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).
- COUNTRY GIRL, THE**—Bing Crosby, William Holden, Grace Kelly—(5409).
- COURT JESTER, THE**—Danny Kaye, Glynis Johns—(Technicolor)—(VistaVision)—(PS).
- DESPERATE HOURS, THE**—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).
- EDDIE FOY STORY, THE**—Bob Hape, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).
- GIRL RUSH, THE**—Rasolind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).
- LOVE IS A WEAPON**—John Payne, Mary Murphy—(Technicolor)—(VistaVision)—(PS).
- MAMBO**—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).
- LUCY GALLANT**—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).
- ROSE TATTOO, THE**—Burt Lancaster, Anna Magnani, Marisa Pavan.
- RUN FOR COVER**—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS).
- TEN COMMANDMENTS, THE**—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).
- TO CATCH A THIEF**—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).
- TWO CAPTAINS WEST**—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).
- TROUBLE WITH HARRY, THE**—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).
- ULYSSES**—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).
- WE'RE NO ANGELS**—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).
- YOU'RE NEVER TOO YOUNG**—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

## RKO

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

- AFRICA ADVENTURE**—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).
- CATTLE QUEEN OF MONTANA**—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor)—(505).
- EVERY GIRL SHOULD BE MARRIED**—C—Cary Grant, Franchot Tane, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).
- GUNGA DIN**—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).
- HANS CHRISTIAN ANDERSEN**—DMU—Danny Kaye, Farley Granger, Jeanmarie—Star value will make the difference in general release—111m.—see Sept. 8 issue—(Technicolor)—(551).
- HANSEL AND GRETEL**—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor)—(508).
- LOST PATROL, THE**—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).
- PASSION**—MD—Carnel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).
- SHE WORE A YELLOW RIBBON**—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue—(Technicolor)—(572).
- SILVER LODGE**—OMD—John Payne, Elizabeth Scott, Dan Duryea—Standard outdoor show—80m.—see May 19 issue—(Print by Technicolor)—(413).
- SINS OF ROME**—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg. B—(Italian-made)—(Dubbed In English)—(414).
- STATION WEST**—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).
- SUSAN SLEPT HERE**—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg. B—(Technicolor)—(501).
- THING FROM ANOTHER WORLD, THE**—SFD—Margaret Sheridan, Kenneth Tabey, Robert Carthwaite—Science fiction reissue offers exploitation possibilities—80m.—see June 2 issue—(477).
- THIS IS MY LOVE**—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg. B—(Pathe Color)—(504).
- WINDOW, THE**—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

## TO BE REVIEWED OR IN PRODUCTION

- AMERICANO, THE**—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor).
- CONQUEROR, THE**—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).
- ESCAPE TO BURMA**—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).
- JET PILOT**—John Wayne, Janet Leigh, J. C. Filppen—119m.—(Technicolor)—(Superscope).
- QUEST FOR THE LOST CITY**—Dana and Ginger Lamb—(Color)—(Made in Guatemala).
- SEVEN BAD MEN**—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).
- SON OF SINBAD**—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.
- TARZAN'S HIDDEN JUNGLE**—Gordon Scott, Vera Miles—(507).
- UNDERWATER**—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(Superscope)—(506).

## Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)  
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- OUTCAST, THE**—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).
- ROOGIE'S BUMP**—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).
- SAVAGE FRONTIER**—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).
- SHANGHAI STORY, THE**—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical matter has exploitation possibilities—90m.—see Sept. 22 issue—(5311).
- SHE WOLF, THE**—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—91m.—see Oct. 20 issue—Leg. B—(Italian-made)—(Dubbed In English).
- TOBOR THE GREAT**—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).
- TROUBLE IN THE GLEN**—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor).

## TO BE REVIEWED OR IN PRODUCTION

- ADMIRAL HOSKINS STORY**—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).
- AFRICAN MANHUNT**—Myron Healey, Karen Booth, John Kellog.
- ATOMIC KID, THE**—Mickey Rooney, Elaine Davis, Robert Strauss.
- CAROLINA CANNONBALL**—Judy Canova, Ross Elliott, Andy Clyde.
- HELL'S OUTPOST**—Rod Cameron, Joan Leslie, John Russell.
- MAGIC FIRE**—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).
- SANTA FE PASSAGE**—John Payne, Rod Cameron, Falth Damergue—(Trucolor).
- TIMBERJACK**—Vera Ralston, Sterling Hayden, Heagy Carmichael—(Trucolor).

## 20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

- ADVENTURES OF HAJJI BABA, THE**—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(424).
- BLACK 13**—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made)—(428).
- BLACK WIDOW**—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).
- BROKEN LANCE**—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).
- CARMEN JONES**—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(422).
- DEMETRIUS AND THE GLADIATORS**—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).
- DESIREE**—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).
- EGYPTIAN, THE**—D—Edmund Purdam, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(420).
- FLIGHT OF THE WHITE HERON**—see Royal Tour of Queen Elizabeth and Philip, The
- GAMBLER FROM NATCHEZ, THE**—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg. B—(Print by Technicolor)—(417).

**GARDEN OF EVIL**—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).

**OUTLAW'S DAUGHTER, THE**—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color)—(427).

**PRINCESS OF THE Nile**—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duallers—71m.—see June 16 issue—(Technicolor)—(414).

**RAID, THE**—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

**ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE** (Flight of The White Heron)—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).

**THREE COINS IN THE FOUNTAIN**—ROMD—Clifton Webb, Dorothy McGuire, Jean Peters, Louis Jourdan, Maggie McNamara—Good romantic drama—101m.—see May 19 issue—(Made in Italy)—(Technicolor)—(CinemaScope)—(413).

**WOMAN'S WORLD**—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Carnel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

## TO BE REVIEWED OR IN PRODUCTION

- DEVIL'S HARBOR**—Richard Arlen, Greta Gynt, Mary Germaine—71m.—(429).
- LIFE IN THE BALANCE**—A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).
- MAN CALLED PETER**—A—Jean Peters, Richard Todd, Richard Callier—(Color)—(CinemaScope).
- OTHER WOMAN, THE**—Hugo Haas, Cleo Moore—81m.—(430).
- PRINCE OF PLAYERS**—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).
- RACERS, THE**—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).
- SEVEN YEAR ITCH, THE**—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).
- SOLDIER OF FORTUNE**—Clark Gable, Susan Hayward—(Color)—(CinemaScope).
- TALL MEN, THE**—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).
- THAT LADY**—Olivia DeHavilland, Gilbert Roland, Francoise Rosay—(Color)—(CinemaScope)—(Made in England).
- THERE'S NO BUSINESS LIKE SHOW BUSINESS**—Ethel Merman, Dan Dailey, Marilyn Monroe, Donald O'Connor, Mitzi Gaynor, Johnnie Ray—(Color by DeLuxe)—(CinemaScope)—(426).
- UNTAMED**—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).
- WHITE FEATHER**—Robert Wagner, Debra Paget, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico).

## United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

- ADVENTURES OF ROBINSON CRUSOE**—AD—Dan O'Hery, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers—Ehrlich)—(2-1).
- APACHE**—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).
- BAREFOOT CONTESSA, THE**—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg. B—(Technicolor)—(Made in Italy)—(Figara)—(1.75-1).
- CAPTAIN KIDD AND THE SLAVE GIRL**—MD—Anthony Dexter, Eva Gabor, Alon Hale, Jr.—For the lower half—83m.—see June 2 issue—Leg. B—(Color)—(Wiesberg-Pollexfen).
- CHALLENGE THE WILD**—DOC—George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).
- CROSSED SWORDS**—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danava—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed In English)—(Mahon-Vassarotti)—(1.75-1).
- DIAMOND WIZARD, THE**—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).
- DOWN THREE DARK STREETS**—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).
- GOG**—SFMD—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).
- GOLDEN MISTRESS, THE**—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg. B—(Print by Technicolor)—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).
- ROBSON'S CHOICE**—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).



**JESSE JAMES' WOMEN**—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

**KHYBER PATROL**—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75:1).

**KIDNAPPERS, THE** (Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank)—(1.66:1).

**LAWLESS RIDER, THE**—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West).

**LITTLE KIDNAPPERS, THE**—see Kidnappers, The.

**MALTA STORY—HISMD**—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66:1).

**MAN WITH A MILLION**—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66:1).

**OPERATION MANHUNT**—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV).

**RETURN TO TREASURE ISLAND**—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75:1).

**SHIELD FOR MURDER**—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75:1).

**SITTING BULL**—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

**SNOW CREATURE**—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder).

**STEEL CAGE, THE**—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

**SUDDENLY**—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75:1).

**TWIST OF FATE**—MD—Ginger Rogers, Robert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85:1).

**VICTORY AT SEA**—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

**YELLOW TOMAHAWK**—MD—Rory Calhoun, Peggie Castle, Noah Beery—Okeh for the duallers—82m.—see May 19 issue—(Color)—(Schenck-Koch)—(1.75:1).

**YOU KNOW WHAT SAILORS ARE**—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

#### TO BE REVIEWED OR IN PRODUCTION

**BATTLE TAXI**—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).

**BEACHCOMBER, THE**—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).

**BIG HOUSE, U. S. A.**—Broderick Crawford, Ralph Meeker—(Bel-Air).

**BLACK TUESDAY**—Edward G. Robinson, Jean Parker—(Goldstein).

**FIREBIRD, THE**—Ellen Rasch, international ballet and opera cast—(Lesser)—(Gevacolor).

**GENTLEMEN MARRY BRUNETTES**—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

**GOOD DIE YOUNG, THE**—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).

**KENTUCKIAN, THE**—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

**KISS ME DEADLY**—Ralph Meeker, Cloris Leachman, Albert Dekker—(Parklane).

**LILACS IN THE SPRING**—Errol Flynn, Anna Neagle—(Color)—(Wilcox).

**MARTY**—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

**NIGHT OF THE HUNTER, THE**—Robert Mitchum, Shelley Winters—(Gregory).

**NOT AS A STRANGER**—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

**OTHELLO**—Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).

**PURPLE PLAIN, THE**—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

**RING AROUND SATURN**—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

**ROBBERS ROOST**—George Montgomery, Bruce Bennett—(Eastman Color)—(Goldstein-Jacks).

**ROMEO AND JULIET**—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).

**STAR OF INDIA**—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

**STRANGER ON HORSEBACK**—Joel McCrea, Miloslava—(Color)—(Goldstein).

**SUMMERTIME**—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).

**TIGER AND THE FLAME, THE**—Sobrab M. Modl, Mehtab—(Technicolor)—(Indian-made)—(Modi).

**TOP OF THE WORLD**—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Landmark).

**VERA CRUZ**—Gary Cooper, Burt Lancaster, Denise Darcel—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).

**WHITE ORCHID, THE**—William Lundigan, Peggie Castle—(Color)—(Le Borg)—(1.85:1).

## Universal-International

(1953-54 releases from 401;

1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ALWAYS A BRIDE**—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).

**BENGAL BRIGADE**—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor)—(501).

**BLACK HORSE CANYON**—OD—Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81½m.—see June 2 issue—(Technicolor)—(423)—(2-1).

**BLACK SHIELD OF FALWORTH, THE**—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular-432).

**DAWN AT SOCORRO**—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

**DRUMS ACROSS THE RIVER**—OD—Audie Murphy, Lisa Gaye, Lyle Bettger—Standard outdoor show—78m.—see May 19 issue—(Technicolor)—(422)—(2-1).

**EGG AND I, THE**—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85:1).

**FOUR GUNS TO THE BORDER**—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

**FRANCIS JOINS THE WACS**—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85:1).

**HIGH AND DRY**—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank)—(486).

**JOHNNY DARK**—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard auto racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).

**MAGNIFICENT OBSESSION**—ROMD—Jane Wyman, Rock Hudson, Barbara Rush—High rating—108m.—see May 19 issue—(Technicolor)—(428)—(2-1).

**NAKED ALIBI**—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75:1).

**RICOCHET ROMANCE**—C—Marjorie Main, Chill Wills, Pedro Gonzales—Gonzales—For the lower half—80m.—see Nov. 3 issue—(504)—(1.85:1).

**SIGN OF THE PAGAN**—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope)—(505)—(2-D)—(506).

**SO THIS IS PARIS**—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).

**TANGANYIKA**—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).

**YELLOW MOUNTAIN, THE**—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(510)—(2-1).

#### TO BE REVIEWED OR IN PRODUCTION

**ABBOTT AND COSTELLO IN THE MUMMY**—But Abbott, Lou Costello.

**ABBOTT AND COSTELLO MEET THE KEYSTONE COPS**—Bud Abbott, Lou Costello, Lynn Bari.

**CAPTAIN LIGHTFOOT**—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

**CHIEF CRAZY HORSE**—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

**CULT OF THE COBRA**—Faith Domergue, Richard Long, Marshall Thompson.

**DESTINY**—Audie Murphy, Mari Blanchard, Lori Nelson—(Print by Technicolor)—Leg.: B.

**FAR COUNTRY, THE**—James Stewart, Ruth Roman, Corinne Calvert—(Technicolor)—(2-1).

**FOXFIRE**—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

**JUSTICE COMES TO TOMAHAWK**—Lex Barker, Mara Corday, Stephen McNally—(Color).

**LADY GODIVA OF COVENTRY**—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

**LAND OF FURY**—Jack Hawkins, Glynis Johns—(Eastman Color)—(Made in New Zealand)—(Rank).

**LOOTERS, THE**—Rory Calhoun, Julie Adams, Thomas Gomez.

**MA AND PA KETTLE AT WAIKIKI**—Marjorie Main, Percy Kilbride, Lori Nelson.

**MAN WITHOUT A STAR**—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

**PURPLE MASK, THE**—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

**REVENGE OF THE CREATURE**—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

**SHRIKE, THE**—Jose Ferrer, June Allyson, Kendall Clark.

**SIX BRIDGES TO CROSS**—Tony Curtis, Julie Adams, George Nader.

**SMOKE SIGNAL**—Dana Andrews, Piper Laurie—(Print by Technicolor).

**THIRD GIRL FROM THE RIGHT**—Rory Calhoun, Piper Laurie, Mamie Van Doren—(Technicolor).

**THIS ISLAND EARTH**—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

**TO HELL AND BACK**—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

**WEST OF ZANZIBAR**—Anthony Steel, Sheila Sim, Edric Connor—(Technicolor)—(Made in East Africa)—(Rank)—(503).

## Warners

(1953-54 releases from 301;

1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BIG SLEEP, THE**—MYMD—Humphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue—(407).

**BOUNTY HUNTER, THE**—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85:1).

**DRAGNET**—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85:1).

**DRUM BEAT**—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

**DUEL IN THE JUNGLE**—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85:1).

**HIGH AND THE MIGHTY, THE**—D—John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).

**KING RICHARD AND THE CRUSADERS**—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

**RING OF FEAR**—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

**SARATOGA TRUNK**—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue—(406).

**STAR IS BORN, A**—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—182m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

**TRACK OF THE CAT**—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope)—(405).

#### TO BE REVIEWED OR IN PRODUCTION

**ANIMAL WORLD, THE**—Nature documentary—(WarnerColor).

**BATTLE CRY**—Aldo Ray, Mona Freeman, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

**BLOOD ALLEY**—Robert Mitchum, Lauren Bacall.

**EAST OF EDEN**—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

**HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

**JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss.

**LAND OF THE PHAROHS**—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

**MCCONNELL STORY, THE**—Alan Ladd, June Allyson—(WarnerColor)—(CinemaScope).

**MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

**MOBY DICK**—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

**RIVER CHANGES, THE**—Rosanna Rory, Harold Marisch.

**SEA CHASE, THE**—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

**SILVER CHALICE, THE**—Virginia Mayo, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope)—(408).

**STRANGE LADY IN TOWN**—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

**TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

**TARGET ZERO**—Richard Conte, Peggie Castle.

**YOUNG AT HEART**—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor)—(Print by Technicolor)—(409).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**CHAMPAGNE SAFARI**—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

**DUEL IN THE SUN**—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

**EGYPT BY THREE**—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmmakers).



**FAST AND THE FURIOUS, THE**—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duellers—72m.—see Dec. 1 issue—(American Releasing Corp.).

**FORBIDDEN WOMEN**—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made In South Seas)—(Bell).

**GARDEN OF EDEN**—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Groy—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

**HALF WAY TO HELL**—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

**JAMBOREE**—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

**KARAMOJA**—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

**KILL HIM FOR ME**—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

**MYSTERY LAKE**—NAD—George Fenneman, Glorio McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Anasco Color)—(Lonsburgh).

**PRIVATE HELL 36**—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmokers).

**SAVAGE WORLD**—TRAV—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).

**UNCONQUERED, THE**—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

**UNCOVER GIRLS**—BUR—Gildo, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

**VANISHING PRAIRIE, THE**—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

**VARIETEASE**—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ADVENTURE IN ODESSA**—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**ANGELIKA**—D—Mario Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

**ANNA CROSS, THE**—D—Anno Larianovo, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**ASCENT TO HEAVEN**—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Claso-Mohme).

**BALLET CONCERT**—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).

**BAREFOOT BATTALION**—D—Maria Costi, Nicos Fermas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).

**BRIDE WITH A DOWRY**—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**CAROLINE CHERIE**—CD—Martine Carol, Jacques Dacqmine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).

**CASPIAN STORY**—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian-made)—(Color)—(Artkino).

**CITY OF VIOLENCE**—MD—Marla Montez, Alan Curtis, Massimo Seroto—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

**CRIMSON FLOWER, THE**—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

**DANCING WITH CRIME**—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screen-craft).

**DAUGHTERS OF DESTINY**—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlon).

**DESIRES**—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

**DESPERATE DECISION**—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

**DIRTY HANDS**—D—Pierre Brasseur, Daniel Gelin, Monique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).

**DREAMS OF LOVE**—BIDMU—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

**EDGE OF DIVORCE**—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

**FLAMENCO**—MU—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).

**FOUR WAYS OUT**—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

**FRENCH TOUCH, THE**—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

**GOOD BEGINNING, THE**—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Strotford).

**HALF A CENTURY OF SONGS**—MU—Silvana Pamponini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferroniocolor)—(Italian-made)—(English titles)—(Continental).

**HEART OF THE MATTER, THE**—D—Trevor Howard, Elizabeth Allen, Mario Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and England)—(Associated Artists).

**ILLCIT INTERLUDE**—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

**INSPECTOR GENERAL, THE**—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nosova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**IT HAPPENED IN IRELAND**—C—Harry O'Donovan, Paddy More, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Rogers-Unger).

**JOHN WESLEY**—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

**KINGDOM ON THE WATERS, A**—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian-made)—(Color)—(English narration)—(Artkino).

**LE PLAISIR**—COMP—Claude Dauphin, Gaby Morloy, Danielle Darrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).

**LOVERS, HAPPY LOVERS**—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

**MISTRESS, THE**—D—Vera Pashennoy, Mikhail Zharov, N. Shamin—Soviet import is okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).

**MR. HULOT'S HOLIDAY**—C—Jacques Toti, Nathalie Pascaud, Michelle Rollo—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).

**OPERATION DIPLOMAT**—MD—Guy Rolfe, Lisa Danlely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

**PARIS INCIDENT**—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

**QUEEN IN AUSTRALIA, THE**—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferraniacolor)—(Australian-made)—(Australian News and Information Bureau).

**RED INN, THE**—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

**RUNAWAY BUS, THE**—CMD—Frankie Howard, Morgoret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

**SCOTCH ON THE ROCKS**—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

**SIDE STREET STORY**—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

**SKANDERBEG**—HISD—Akaki Khrova, Besa Imanli, Adivie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**STARS OF THE RUSSIAN BALLET**—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

**STRATFORD ADVENTURE, THE**—DOC—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

**SUNDERIN (THE STORY OF A SINNER)**—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

**UGETSU**—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

**WELCOME THE QUEEN**—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).



The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3881, 3882, 3883 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Columbia</b>					
<b>Two Reel COMEDIES</b>					
<b>ALL-STAR (6)</b>					
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids		16m.	
<b>ASSORTED FAVORITE REPRINTS (6)</b>					
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F		17m. 3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G		17m. 3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)			
<b>COMEDY FAVORITE RE-RELEASES (6)</b>					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F		17m. 3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16 1/2m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)			
<b>SERIALS (4)</b>					
7120	(Nov. 11)	Riding With Buffalo Bill	F		15ep. 3880
<b>THE THREE STOOGES (8)</b>					
7401	(Sept. 2)	Knutzy Knights	G	17 1/2m.	3841
7402	(Oct. 7)	Shot In The Frontier	F		16m. 3873
7403	(Nov. 4)	Scotched in Scotland			
<b>(Reissues)</b>					
7551	(Sept. 23)	Series 1, No. 1	E		10m. 3843
7552	(Dec. 2)	Series 1, No. 2			
<b>COLOR FAVORITES (15) (Technicolor) (Reissues)</b>					
7601	(Sept. 2)	Imagination	E		8m. 3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G		7m. 3857
7603	(Nov. 4)	A Hunting We Won't Go	G	7 1/2m.	3866
7604	(Nov. 25)	Gifts From the Air			
7605	(Dec. 9)	Mysto Fox			
<b>MR. MAGOO (4) (Technicolor)</b>					
6701	(Nov. 19)	Magoo Slept Here	G		7m. 3657
6702	(Mar. 11)	Magoo Goes Skiing	G		7m. 3722
6703	(July 1)	Kangaroo Courting	G		7m. 3798
6704	(Dec. 16)	Destination Magoo			
<b>MR. MAGOO SPECIAL (Technicolor) (CinemaScope) (Reissues)</b>					
(.....)		When Mogoo Flew	E		7m. 3857
<b>(1954-55) MUSICAL SPECIAL (1)</b>					
7999	(Sept. 2)	Autumn in Rome	G		8m. 3843
<b>SCREEN SNAPSHOTS (10)</b>					
7851	(Sept. 23)	Hollywood Movies March On	G		10m. 3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9 1/2m.	3874
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life			
<b>THRILLS OF MUSIC (6) (Reissues)</b>					
7951	(Sept. 9)	Ted Weems and Orch.	G		10m. 3843
7952	(Nov. 11)	Gene Krupa and Orch.	F		10m. 3866
7953	(Dec. 23)	The Lecuono Cuban Boys			
<b>UPA ASSORTED CARTOONS (4) (Technicolor)</b>					
7301	(Sept. 9)	How Now Boing Boing	E	7 1/2m.	3842
<b>WORLD OF SPORTS (10)</b>					
7801	(Sept. 16)	Argentine Athletics	G		10m. 3874
7802	(Oct. 14)	Hunting Thrills	F		9m. 3874
7803	(Nov. 11)	Skiing the Andes			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>MGM</b>					
<b>One Reel</b>					
<b>CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)</b>					
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W-639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	
<b>CINEMASCOPE CARTOONS (Technicolor)</b>					
C-631	(Nov. 20)	Pet Peeve (T-J)		7m.	
C-633	(Dec. 18)	Touché Pussycat (T-J)		7m.	
<b>FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)</b>					
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8 1/2m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
(.....)		Mexican Police on Parade			
(.....)		Mighty Niagara			
<b>GOLD MEDAL REPRINT CARTOONS (8)</b>					
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
(.....)		Cat Concerto (T-J)			
<b>PETE SMITH SPECIALTIES (10)</b>					
S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)			
(.....)		Keep Young	F	9m.	3866
(.....)		Sports Trix			
(.....)		The Man Around the House			
<b>Paramount</b>					
<b>CARTOON CHAMPIONS (6) (Technicolor) (Reissues)</b>					
S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7 1/2m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842
<b>CASPER CARTOONS (6) (Technicolor)</b>					
B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner			
B14-3	(Jan. 28)	Hide and Shriek			
<b>GRANTLAND RICE SPORTLIGHTS (12)</b>					
R14-1	(Oct. 1)	Twin Riding Chomps	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides			
R14-4	(Dec. 10)	Boyhood Thrills			
<b>HEADLINER CHAMPIONS THRILLS (6) (Reissues)</b>					
R14-5	(Dec. 24)	The Pike's Peak Arena			
A14-1	(Oct. 1)	Speaking Of Animals and Their omilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals in a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crozy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stronger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Anlmols	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843
<b>HERMAN AND CATNIP CARTOONS (4) (Technicolor)</b>					
H14-1	(Nov. 26)	Rail-Rodents			
<b>NOVELTOONS (6) (Technicolor)</b>					
P14-1	(Oct. 29)	Fido Beto Koppa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands or Butts			
<b>PACEMAKERS (6)</b>					
K14-1	(Oct. 2)	Drilling For Girls in Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races			
<b>POPEYE CARTOONS (8) (Technicolor)</b>					
E14-1	(Nov. 12)	Private, Eye Popeye			
E14-2	(Dec. 10)	Gopher Spinach			
E14-3	(Jan. 14)	Cookin' With Gogs			
<b>TOPPERS (6)</b>					
M14-1	(Nov. 19)	The Nerve of Some People			
M14-2	(Dec. 31)	Killers At Boy			
<b>VISTAVISION SPECIAL</b>					
P14-1	(Nov. 5)	Vistovision Visits Norway		17m.	

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<b>RKO</b>					
<b>Two Reel</b>					
<b>EDGAR KENNEDY REISSUES (6)</b>					
53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880
<b>LEON ERROL REISSUES (6)</b>					
53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	(Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880
<b>RAY WHITLEY REISSUES (2)</b>					
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842
<b>SPECIALS (8)</b>					
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer		17m.	
53103	(Dec. 17)	Fast Freight			
<b>SPORT SPECIALS (2)</b>					
53901	(Dec. 10)	Football Highlights			
53801	(Apr. 15)	Basketball Highlights			
<b>MY PAL REISSUES (2)</b>					
53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
<b>One Reel</b>					
<b>SCREENLINERS (13)</b>					
54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets			
(Dec. 10)		Cinema Capers			
<b>SPORTSCOPES (13)</b>					
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays			
54304	(Nov. 26)	Canadlon Stompede			
54305	(Dec. 24)	Sports Island			
<b>WALT DISNEY CARTOONS (18) (Technicolor)</b>					
<b>(C—Chip'n Dole; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figoro; S—Special)</b>					
<b>Republic</b>					
<b>SERIALS (4)</b>					
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
<b>One Reel</b>					
<b>THIS WORLD OF OURS (6) (Trucolor)</b>					
5385	(Aug. 1)	Ireland		9m.	
<b>20th Century-Fox</b>					
<b>CINEMASCOPE SPECIALS (Color)</b>					
7401	(Nov. )	The Coronation Parade	G	7 1/2m.	3667
7402	(Jan. )	Dancers of the Deep	G	6m.	3683
7403	(Dec. )	Vesuvius Express	G	15m.	3676
7404	(Dec. )	Finale from Tschaiowsky's Symphony Number Four	G	6m.	3673
7405	(Feb. )	Polovetzan Dances From Prince Igor	E	8m.	3683
7406	(Feb. )	Tournament of Roses	E	18m.	3699
7407	(Mar. )	The New Venezuela	E	10m.	3723
7408	(Mar. )	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug. )	Jet Carrier	G	17m.	3811
7410	(May )	The First Piano Quartette	G	10m.	3758
7411	(May )	Motion Picture Stunt Pilot	G	17m.	3773
7412	(June )	Stephen Foster Medley			
7413	(June )	Valley Of The Nile			
7414	(.....)	Miracle of Stereophonic Sound, The	G	11m.	
7415	(Apr. )	Roger Wagner Chorale	E	8m.	3739
7416	(Apr. )	New Horizons	G	10m.	3731
7417	(May )	Land of Legend	G	9m.	3758



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7418	(July )	Piano Encores .....	G	10m. 3805	
7419	(June )	Calypsa Cruise .....	F	9m. 3799	
7420	(Sept. )	Pride of the Nation.....	F	12m. 3849	
7421	(Oct. )	Fabulous Las Vegas .....	G	18m. 3856	
7422	(Nov. )	The CinemaScope Parade..	G	22m. 3873	
7423	(Oct. )	El Tora .....		9m.	
7426	(Nov. )	Flying To Fish .....	G	16m.	
7427	(Nov. )	Far East Bastions .....		10m.	
	(Oct. )	The Empire Games .....	E	13m. 3874	
	(Dec. )	Queens Guard .....			
		Tuna Fishing .....		16m.	
		American Railroads .....			
		Orient Express .....			

## One Reel

## SEE IT HAPPEN (6)

6401	(Apr. )	Accent on Courage .....	G	9m. 3731	
6402	(July )	Tumult .....	F	9m. 3799	
6403	(Aug. )	Isle Of Destiny .....	F	9m. 3857	

## SPORTS (6)

3401	(Apr. )	Touchdown Trophies .....	G	8m. 3799	
3402	(July )	Dizzy Diving .....	G	8m. 3806	
3403	(Sept. )	Sporty Simians .....	G	8m. 3857	

## TERRYTOONS (16)

## (Technicolor)

5401	(Jan. )	Little Roquefort In Runaway Mouse .....	F	7m. 3639	
5402	(Jan. )	Dimwit in How to Relax..	F	7m. 3639	
5404	(Feb. )	Heckle and Jeckle in Blind Date .....	F	7m. 3682	
5405	(Feb. )	Nonsense Newsreel .....	G	7m. 3691	
5407	(Mar. )	Mighty Mouse in the Helpless Hippo .....	F	7m. 3691	
5408	(Mar. )	Terry Bears in Pet Problems .....	F	7m. 3691	
5410	(Apr. )	Little Roquefort in Prescription for Percy.....	F	7m. 3699	
5411	(Apr. )	Heckle and Jeckle In Satisfied Customers .....	F	7m. 3722	
5413	(May )	Tall Tale Teller .....	F	7m. 3731	
5414	(May )	Arctic Rivals .....	F	7m. 3730	
5416	(June )	Terry Bears in a Howling Success .....	F	7m. 3774	
5418	(July )	Pride of the Yard.....	F	7m. 3798	
5420	(Aug. )	Little Roquefort in the Cat's Revenge .....	F	7m. 3857	
5422	(Sept. )	Mighty Mouse in the Reformed Wolf .....	F	7m. 3857	
5424	(Nov. )	Heckle and Jeckle In Blue Plate Symphony .....	F	7m. 3874	

## TERRYTOON TOPPER REISSUES (10)

5403	(Jan. )	The Helicopter .....	F	7m. 3683	
5406	(Feb. )	Much Ado About Nothing	G	7m. 3683	
5409	(Mar. )	The Frog and the Princess .....	F	7m. 3682	
5412	(Apr. )	Mighty Mouse in the Wreck of the Hesperus..	F	6 1/2m. 3722	
5415	(May )	Gandy Goose in Ghost Town .....	F	6 1/2m. 3750	
5417	(June )	A Day in June .....	F	7m. 3788	
5419	(July )	Gandy Goose in Fisherman's Luck .....	G	7m. 3788	
5421	(Aug. )	Ants in Your Pantry.....	F	7m. 3788	
5423	(Oct. )	A Wicky Wacky Romance	F	7m. 3788	
5425	(Dec. )	A Torrid Toreador .....	F	7m. 3788	

## United Artists

## SPORTS SPECIAL

Marciano-Charles Fight...	G	21m. 3848	
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## Universal-International

## Two Reel

## MUSICAL FEATURETTES (13)

9301	(Nov. 12)	Carnival In April .....	F	18m. 3691	
9302	(Dec. 24)	David Rose and Orch.....	F	15 1/2m. 3682	
9303	(Jan. 22)	Hawaiian Nights .....	F	17m. 3682	
9304	(Feb. 26)	Jimmy Wakely's Jamboree .....	G	15 1/2m. 3713	
9305	(Apr. 23)	Rhythm and Rhyme .....	F	15m. 3730	
9306	(May 28)	The Four Aces Sing .....	G	15m. 3766	
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Corral Cuties .....	G	15m. 3773	
9308	(July 26)	Birth of a Band.....	F	15m. 3798	
9309	(Aug. 16)	College Capers .....	G	16m. 3805	
9310	(Oct. 11)	Going Strong .....	G	14m. 3848	
9311	(Oct. 25)	Leave It To Harry .....			

## 3-D MUSICAL FEATURETTES (1)

9101	(Nov. 12)	Carnival In April .....	F	18m. 3691	
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## SPECIALS (3)

## (Color)

9201	(Feb. 14)	Perils of the Forest.....	G	17m. 3706	
9202	(June 13)	The Hottest 500 .....	G	16m. 3766	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
One Reel					
COLOR PARADES (8)					
9381	(Feb. 8)	Go South Amigos .....	G	9m. 3683	
9382	(Mar. 1)	Royal Mid-Ocean Visit..	F	10m. 3707	
9383	(Apr. 12)	Rolling In Style .....	G	9 1/2m. 3767	
9384	(May 10)	Fair Today .....	F	9 1/2m. 3806	
9385	(June 14)	Talent Scout .....	G	9m. 3767	
9386	(July 19)	Star Studded Ride.....	F	9m. 3806	
9387	(Sept. 20)	Bonus Land .....	F	9m. 3849	
9388	(Oct. 25)	Holiday Ahead .....			

## VARIETY VIEWS (8)

9341	(Nov. 16)	Byways To Broadway.....	G	9m. 3631	
9342	(Jan. 4)	Bow River Valley .....	G	9m. 3683	
9343	(Feb. 22)	Brooklyn Goes to Chicago .....	G	9 1/2m. 3683	
9344	(Apr. 12)	Moving Thru Space.....	G	9m. 3758	
9345	(July 26)	Stallions on Parade.....	G	9 1/2m. 3806	
9346	(Aug. 30)	Brooklyn Goes to Philadelphia .....	F	9m. 3849	
9347	(Sept. 27)	Dear Myrtle .....			
9348	(Oct. 25)	Port Of Merchants .....			

## VISTARAMA SPECIAL

(CinemaScope and other aspect ratios)  
(Eastman Color)

(Nov. )	Speed Sub-Zero .....	G	9 1/2m. 3874	
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## WALTER LANTZ CARTUNES (13)

## (Technicolor)

9321	(Dec. 21)	Chilly Willy .....	F	6m. 3682	
9322	(Jan. 18)	Socko in Morocco .....	G	6m. 3691	
9323	(Feb. 15)	A Horse's Tale .....	G	6m. 3707	
9324	(Mar. 15)	Alley In Bali .....	F	6m. 3730	
9325	(May 10)	Under the Counter Spy....	G	6m. 3767	
9326	(Apr. 12)	Dig That Dog .....	F	6m. 3730	
9327	(June 7)	Hay Rube .....	F	6m. 3774	
9328	(July 5)	Hot Rod Hucksters .....	F	6m. 3798	
9329	(Aug. 2)	Broadway Bow Wows.....	F	6m. 3805	
9330	(Aug. 30)	Pig in a Pickle.....	F	6m. 3805	
9331	(Sept. 20)	Real Gone Woody .....	F	6m. 3849	
9332	(Oct. 11)	Fine Feathered Frenzy....	F	6m. 3849	
9333	(Oct. 25)	Convict Concerto .....	F	6m. 3849	

## WOODY WOODPECKER REISSUES (6)

## (Technicolor)

9351	(Feb. 22)	Smoked Hams .....	G	6m. 3707	
8353	(Mar. 29)	Coo Coo Birds .....	F	6m. 3766	
9353	(Apr. 26)	Well Oiled .....	B	7m. 3774	
9354	(May 30)	Overture to Wm. Tell .....	F	6m. 3774	
9355	(June 28)	Solid Ivory .....	G	7m. 3774	
9356	(July 26)	Woody the Giant Killer....	F	7m. 3774	

## Warners

## Three Reel

## SPECIAL

(Oct. )	Black Fury (WarnerColor)...	B	32m. 3622	
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## Two Reel

## VISTARAMA SPECIALS

## (WarnerColor)

(.....)	Valley of the Sun .....	F	17m. 3788	
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## SPECIALS (12)

## (Technicolor)

1001	(Sept. 12)	Gone Fishin' .....	F	17m. 3603	
1002	(Oct. 10)	Romance Of Louisiana (Reissue) .....	G	20m. 3622	
1003	(Nov. 7)	North of the Sahara.....	F	17m. 3646	
1004	(Dec. 5)	Don't Forget to Write....	F	17m. 3666	
1005	(Jan. 9)	Winter Paradise .....	G	17m. 3682	
1006	(Feb. 6)	Hold Your Horses .....	G	17m. 3706	
1007	(Mar. 6)	Monroe Doctrine (Reissue)	E	22m. 3713	
1008	(Apr. 10)	Continental Holiday .....	G	20m. 3757	
1009	(May 15)	Declaration of Independence (reissue)....	E	18m. 3757	
1010	(July 17)	Silver Lightning .....	F	16m. 3798	
1011	(June 12)	Frontier Days .....	G	17m. 3766	
1012	(Aug. 21)	Who's Who In the Zoo....	G	17m. 3811	

## (1954-55) (12)

2001	(Sept. 11)	Gay Parisian .....	E	20m. 3841	
2002	(Oct. )	In Fourteen Hundred Ninety-Two (WarnerColor).....	G	17m. 3865	
2003	(Nov. 6)	Mariners Ahoy .....	G	17m. 3880	
2004	(Dec. 4)	Where Winter Is King.....			
2005	(Jan. 8)	Bill Of Rights .....			

## CLASSICS OF THE SCREEN (6)

1101	(Sept. 26)	Minstrel Days .....	G	20m. 3602	
1102	(Jan. 23)	They Were Champions....	E	20m. 3715	
1103	(Nov. 21)	Spills For Thrills .....	E	18m. 3656	
1104	(Apr. 3)	This Wonderful World....	E	20m. 3758	
1105	(May 29)	California Junlor Symphony .....	G	16m. 3747	
1106	(July 31)	This Was Yesterday.....	E	20m. 3811	

## (1954-55) (6)

2101	(Sept. 25)	Wells Fargo Days.....	F	20m. 3842	
2102	(Nov. 20)	Camera Hunting .....	G	19m. 3880	
2103	(Jan. 22)	Three Cheers For The Girls			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
One Reel					
BLUE RIBBON HIT PARADES (13)					
(Reissues)					
(Technicolor)					
1301	(Sept. 12)	Old Glory .....	G	7m. 3603	
1302	(Oct. 17)	Walky, Talky, Hawky....	G	7m. 3603	
1303	(Nov. 7)	Birth of a Notion .....	F	7m. 3639	
1304	(Nov. 28)	Eager Beaver .....	F	7m. 3639	
1305	(Dec. 26)	Scent-imental Over You	G	7m. 3639	
1306	(Feb. 6)	Of Fox And Hounds.....	E	7m. 3666	
1307	(Feb. 27)	Roughly Squeaking .....	F	7m. 3666	
1308	(Mar. 27)	Hobo Bobo .....	E	8m. 3699	
1309	(Apr. 24)	Gay Anties .....	F	7m. 3722	
1310	(June 5)	The Cat Came Back.....	G	7m. 3747	
1311	(July 10)	One Meat Brawl .....	F	7m. 3766	
1312	(July 24)	Along Came Daffy .....	F	7m. 3783	
1313	(Aug. 14)	Mouse Menace .....	G	7m. 3788	

## (1954-55) (13)

2301	(Sept. 11)	Rhapsody In Rivets .....	E	7m. 3842	
2302	(Oct. 16)	Inki At The Circus.....	F	7m. 3842	
2303	(Nov. 6)	Foxy Duckling .....	G	7m. 3880	
2304	(Nov. 27)	The Shell-Shocked Egg ..	F	7m. 3880	
2305	(Dec. 25)	Trial of Mr. Wolf .....	G	7m.	

## BUGS BUNNY SPECIALS (8)

## (Technicolor)

1723	(Oct. 3)	Duck, Rabbit, Duck.....	F	7m. 3615	
1724	(Dec. 12)	Robot Rabbit .....	F	7m. 3639	
1725	(Jan. 16)	Captain Hareblower .....	F	7m. 3666	
1726	(Mar. 13)	Bugs and Thugs.....	G	7m. 3747	
1727	(May 1)	No Parking Hare.....	F	6 1/2m. 3739	
1728	(July 24)	Bewitched Bunny .....	F	7m. 3812	
1729	(June 19)	Devil May Hare .....	F	7m. 3798	
1730	(Aug. 28)	Yankee Doodle Bugs.....	G	7m. 3843	

## (3-D)

1740	(.....)	Lumber Jack-Rabbit .....	F	7m. 3622	
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## (1954-55) (8)

2723	(Nov. 13)	Lumber Jack-Rabbit .....	F	7m. 3874	
2724	(Dec. 18)	Baby Buggy Bunny.....			

## CINEMASCOPE SPECIALS

## (WarnerColor)

(.....)	Coney Island Holiday.....	G	8m. 3739	
(.....)	Below the Rio Grande.....	G	10m. 3774	

## COLOR SPECIALS

Aloha Nui (Vistarama) .....	E	12m. 3624	
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## JOE McDOAKES COMEDIES (6)

1401	(Oct. 31)	So You Think You Can't Sleep .....	F	10m. 3639	
1402	(Dec. 19)	So You Want To Be An Heir .....	F	10m. 3657	
1403	(Jan. 30)	So You're Having Neighbor Trouble .....	F	11m. 3699	
1404	(Mar. 13)	So You Want to Be Your Own Boss .....	F	8 1/2m. 3707	
1405	(May 1)	So You Want to Go to a Night Club .....	F	10m. 3758	
1406	(July 3)	So You Want to Be a Banker .....	F	10m. 3798	

## (1954-55) (6)

2401	(Oct. 30)	So You're Taking In A Roomer .....	F	10m. 3866	
2402	(Dec. 18)	So You Want To Know Your Relatives .....			
2403	(Jan. 29)	So You Don't Trust Your Wife .....			



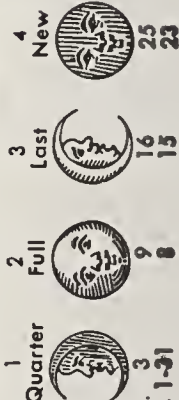
Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
1716	(May 8)	Dr. Jerkyl's Hide .....	F	7m.	3773	1508	(June 26)	Off to the Races.....	F	10m.	3774	MISCELLANEOUS					
1717	(May 22)	Claws For Alarm .....	F	7m.	3773	1509	(Aug. 7)	G. I. Holiday.....	G	10m.	3812	Alien Orders (COI) .....F 10m. 3857					
1718	(June 5)	Little Bay Baa .....	G	7m.	3798	1510	(May 22)	Hunting Dags at Wark....	F	10m.	3774	Chevalier de Menilmontant					
1719	(June 26)	Muzzle Tough .....	F	7m.	3812			(1954-55) (10)				(Burstyn) .....G 14m. 3873					
1720	(July 10)	The Oily American.....	F	7m.	3812	2501	(Sept. 18)	Circus On Ice .....	F	10m.	3844	Campasers In Clay (United World) G 22m. 3856					
1721	(Aug. 7)	Satan's Waitln' .....	G	7m.	3843	2502	(Oct. 23)	Hatteras Honkers .....	F	10m.	3866	Henri De Taulause Lautrec (Pictura) F 17m. 3856					
1722	(Aug. 14)	Stap, Laak and Hasten....	F	7m.	3843	2503	(Dec 11)	Radea Raundup .....				Illegitimate Child (Savcolor)					
		(1954-55) (22)				2504	(Jan. 15)	Silver Blades .....				(Artkina) .....F 16m. 3873					
2701	(Sept. 4)	Gane Batty .....	G	7m.	3842	VITAPHONE VARIETIES (7)											Lesson In Anatomy, A (IFE) .....F 11m. 3849
2702	(Sept. 18)	Gao Gao Galiath .....	G	7m.	3866	1601	(Sept. 5)	Hlt 'Im Again.....	G	10m.	3631	Lost Paradise, The (Pictura) .....G 11m. 3857					
2703	(Oct. 2)	By Word Of Mause .....	F	7m.	3866	1602	(Oct. 24)	Say It With Spills.....	G	10m.	3646	Mystery Of Leanarda, The (IFE).....F 10m. 3848					
2704	(Oct. 16)	From A Ta Z-Z-Z .....	E	7m.	3880	1603	(Dec. 26)	Magic Movie Maments....	F	10m.	3691	New Van Gagh, The (IFE) .....G 15m. 3856					
2705	(Oct. 30)	Quack Shat .....	G	7m.	3880	1604	(Apr. 3)	I Remember When .....	E	10m.	3751	Paul Gauguin (Pictura) .....G 13m. 3848					
2706	(Nov. 27)	My Little Duckarao .....	G	7m.	3880	1605	(May 8)	Thrills Fram the Past.....	E	10m.	3774	Ramantic Youth (Burstyn) .....F 15m. 3865					
2707	(Dec. 11)	Sheep Ahay .....				1606	(June 19)	When Sparts Were King G		10m.	3806	Sister Alenoushka and Brather .....					
2708	(Jan. 1)	Pizzicata Pussycat .....				1607	(Aug. 28)	Wild Boar Hunt .....	G	9m.	3844	Ivanusha (Calor) (Artkino) .....F 13m. 3841					
2709	(Jan. 15)	Feather Dusted .....				WARNER VARIETIES (7)											Sangs Of The Russian Land .....
2710	(Jan. 29)	Pests Far Guests .....				2601	(Oct. 2)	This Mechanical Age .....	G	10m.	3866	(Sovcalar) (Artkina) .....F 41m. 3841					
THE SPORTS PARADE (10)						2602	(Nav. 13)	Ski Flight .....	F	9m.		Story af Light, The (Colar) (Bondy) E 9m. 3866					
(Technicolor)						2603	(Dec. 25)	Bit Of The Best .....				USSR Today Na. 19 (Artkino) .....F 12m. 3844					
1501	(Sept. 19)	Royal Maunties .....	G	10m.	3631												USSR Taday Na. 24 (Artkino).....F 19m. 3874
1502	(Oct. 24)	Sea Sports Of Tahiti.....	G	10m.	3631												World af Life, The Na. 1 .....
1503	(Jan. 16)	Born Ta Ski .....	G	10m.	3683												(Meadaw) .....G 16m. 3873
1504	(Dec. 12)	Arabians in the Rackles .....	G	10m.	3667												World af Life, The No. 7 .....
		(Reissue) .....	G	10m.	3667												(Meadaw) .....G 16m. 3873
1505	(Feb. 20)	When Fish Fight .....	G	8 1/2m.	3699												World of Life, The No. 13 .....
1506	(Mar. 20)	Heart of a Champion.....	G	10m.	3751												(Meadaw) .....F 16m. 3873
1507	(Apr. 24)	Carnival in Rio .....	F	10m.	3758												World of Life, The Na. 15 .....
												(Meadaw) .....G 15m. 3873					



NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER
Target Earth R. Denning, V. Grey, K. Crowley	The Black Knight A. Ladd, P. Medina (Technicolor) (Made in England)	Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Print by Technicolor)	White Christmas B. Crosby, D. Kaye, R. Clooney (Technicolor) (VistaVision)	Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope)	The Shanghai Story R. Roman, E. O'Brien	Black Widow G. Rogers, V. Heflin, G. Tierney (Color by DeLuxe) (CinemaScope)	The White Orchid W. Lundigan, P. Castle (Color) (LeBorg)	Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor)	U.-INT.	WARNERS
Cry Vengeance M. Stevens, M. Hyer	Fire Over Africa M. O'Hara, M. Carey (Technicolor)	The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor)	This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	The She-Wolf Kerima (Italian-made) (Dubbed in English)	Desiree M. Brando, J. Simmons, M. Oberon (Color by DeLuxe) (CinemaScope)	Twist Of Fate G. Rogers, J. Bergerac (Made in France) (Setton-Sloan)	Ricochet Romance M. Main, C. Wills		
	Cannibal Attack J. Weissmuller, J. Walsh, D. Bruce	Tarzan The Ape Man Tarzan Escapes (Reissues)				The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color)	You Know What Sailors Are A. Tamiroff, D. Sinden (Technicolor) (English-made) (Rank)	Benecal Brigade R. Hudson, A. Dahl (Technicolor)		
	The Affairs of Messalina M. Felix, G. Marchal (Italian-made)					Black 13 P. Reynolds, R. Anderson (English-made)	Snow Creature P. Langton, L. Denison (Wilder)			
DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER
Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)	A Race For Life R. Conte, M. Aldon (English-made)	Crest Of The Wave G. Kelly, J. Richards (Made in England)	Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)	Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)	There's No Business Like Show Business E. Mermen, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)	Vera Cruz G. Cooper, B. Lancaster, D. Darcel (Technicolor) (SuperScope) (Hecht-Lancaster)	Sign Of The Pagan J. Chandler, J. Palance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)		
Port Of Hell D. Clark, C. Matthews, W. Morris	The Black Pirates A. Dexter, L. Chaney, M. Roth (AnascoColor) (Made in El Salvador)	Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)	Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)		The Atomic Kid M. Rooney, E. Davis, R. Strauss	Devil's Harbor R. Arlen, G. Gynt, M. Germaine	Romeo and Juliet L. Harvey, S. Shentall (Technicolor) (Rank)	The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)		
	They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	Battleground The Asphalt Jungle (Re-issues)			Hell's Outpost R. Cameron, J. Leslie, C. Wills	The Other Woman H. Haas, C. Moore	The Steel Cage P. Kelly, M. O'Sullivan (Swarttz-Doniger)			
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
The Big Combo C. Wilde, R. Conte, J. Wallace	They Were So Young S. Brady, R. Burr, J. Matz (Made in Germany)	Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)	The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	The Americano G. Ford, C. Romero, U. Theiss (Technicolor)				So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)		
Bowery To Bagdad Bowery Boys								Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)		
Rider of the Ruby Hills Z. Scott, C. Matthews, D. Foran	The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney	Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	Tarzan's Hidden Jungle G. Scott, V. Miles					West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)		
								The Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)		
								The Silver Chalice V. Mayo, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope)		

OBSERVATIONS  
Dec. 25—Christmas Day  
Jan. 1—New Year's Day

MOON PHASES  
DECEMBER ..... 3  
JANUARY ..... 1-31



FILMAKERS  
Dec.—Crashout—W. Bendix, A. Kennedy, B. Michaels

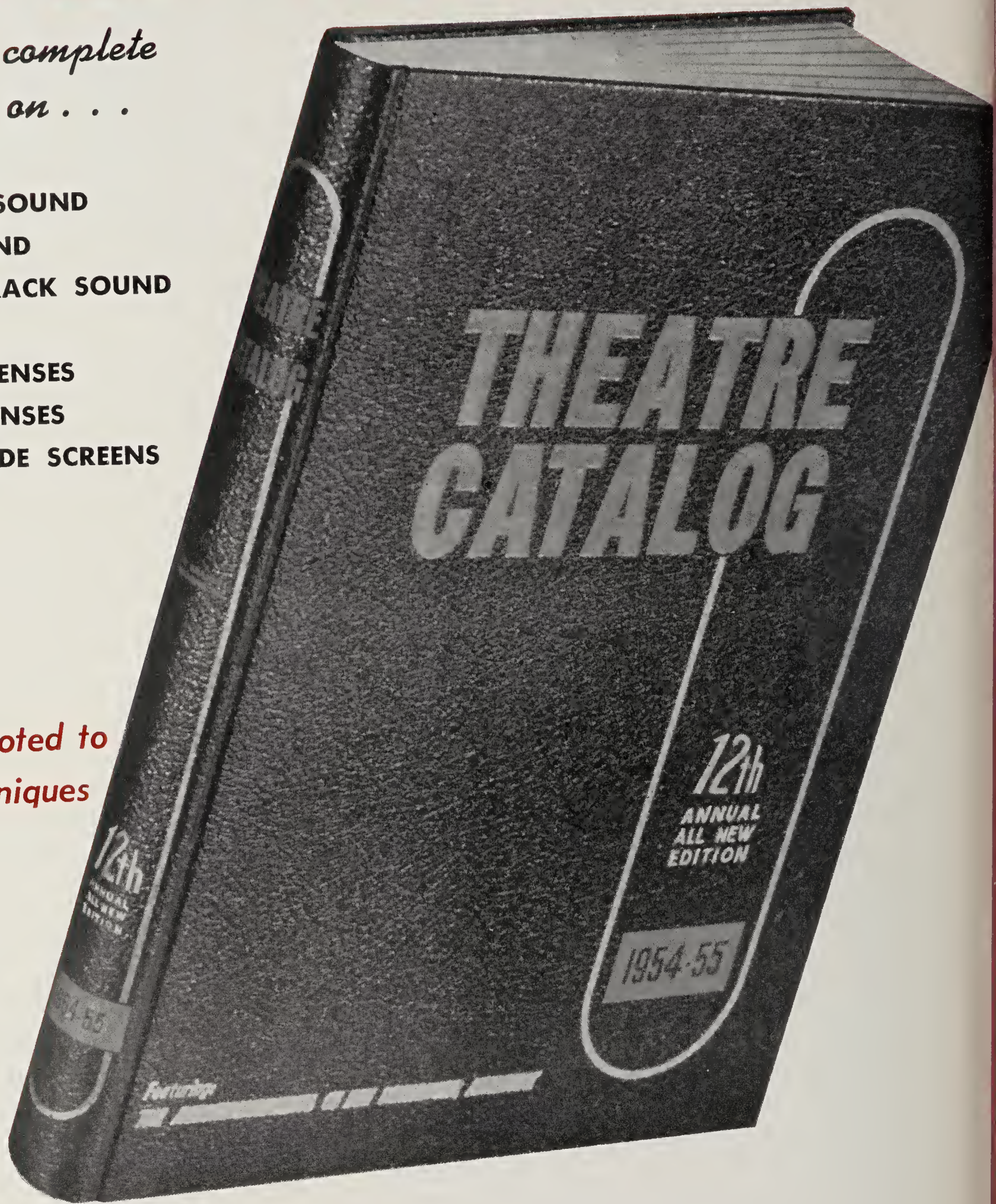


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**DECEMBER 15, 1954** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **Fabian Opposes Gov't Control**

(page 8)

## **"A Place For Lawyers"**

(editorial)

AND FEATURING: EXTRA PROFITS

Al Daff, U-I executive vice-president, who has been instrumental in the company's success during the past few years, last week announced the start of a sales drive honoring Charles J. Feldman, U-I vice-president.





# M-G-M's 1955 THEATRE CELEBRATION



## IN STEP WITH THE FORWARD MARCH OF OUR INDUSTRY!

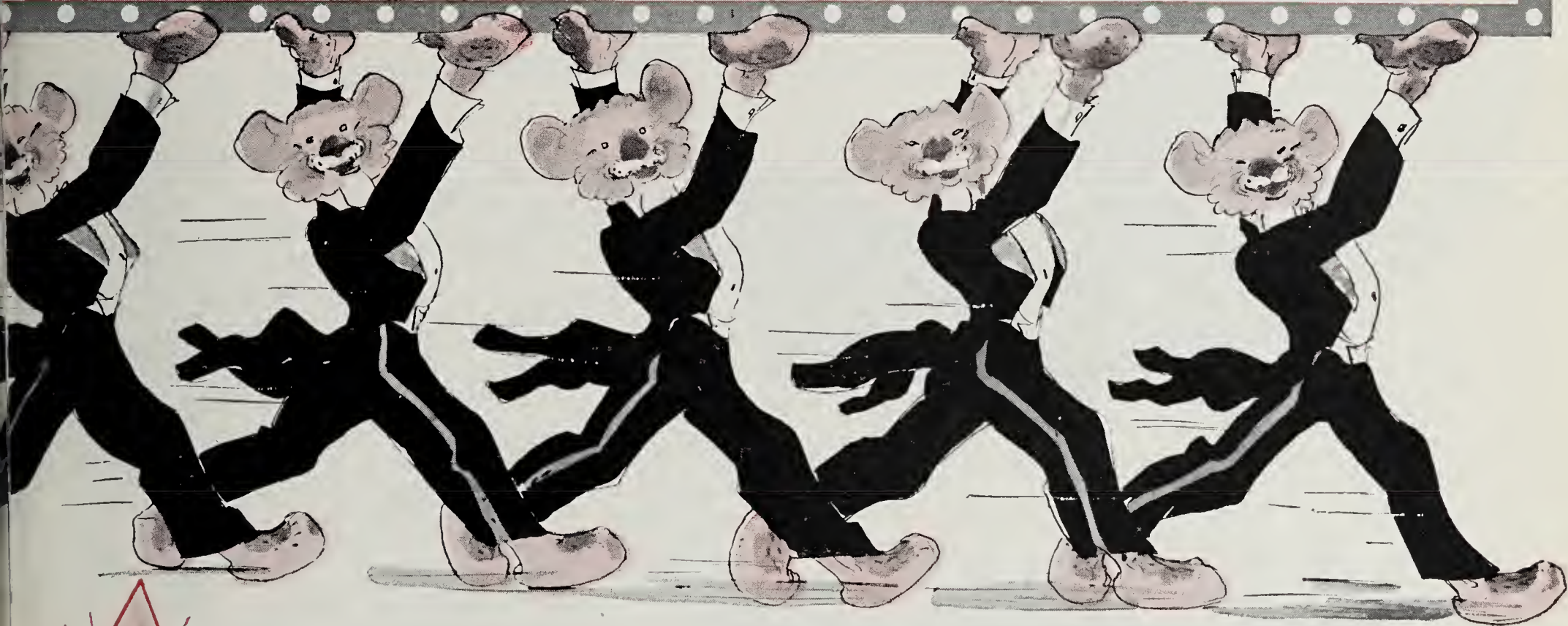
**FORWARD IN '55!** M-G-M announces a great nationwide event that will bring business to your box-office and prestige to your theatre.

For the first time a huge industry-promotion is dedicated to the glorification of the motion picture theatre and its place in the community. Capitalize on M-G-M's far-reaching publicity and advertising campaign that emphasizes the slogan: "THERE'S MORE FUN AT THE MOVIES." Join in with your own gala local Celebration. Many fine M-G-M entertainments (*some listed on next page*) are available, with FREE showmanship-accessories to ballyhoo them! This Celebration is a salute to *you*, Mr. Exhibitor, and a wonderful way to start the New Year rolling to bigger profits in '55.



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the Greatest Star  
Them All!



## AMONG THE BIG ONES FOR THE CELEBRATION!

JANUARY

### "BAD DAY AT BLACK ROCK"

(CinemaScope—Color)

starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

JANUARY

### "GREEN FIRE" (CinemaScope—Color)

starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

FEBRUARY

### "MANY RIVERS TO CROSS"

(CinemaScope—Color)

starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

FEBRUARY

### "JUPITER'S DARLING"

(CinemaScope—Color)

starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders with Richard Haydn • William Demarest

MARCH

### "HIT THE DECK"

(CinemaScope—Color)

starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

MARCH

### "INTERRUPTED MELODY"

(CinemaScope—Color)

starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

APRIL

### "THE GLASS SLIPPER" (Color)

starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

APRIL

### "BEDEVILLED" (CinemaScope—Color)

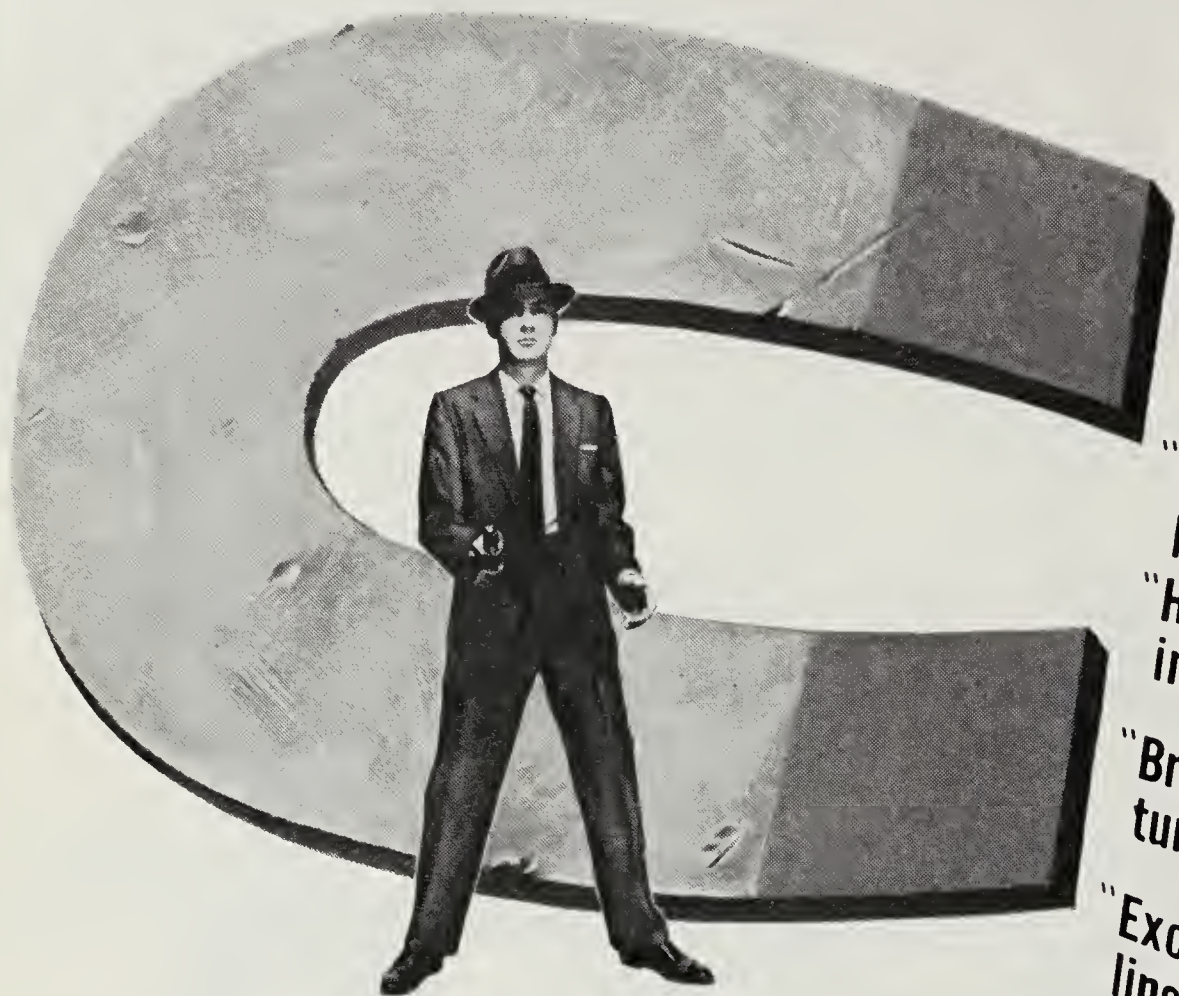
starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

1955 — THE YEAR OF M-G-M's "THE PRODIGAL"

ASK YOUR M-G-M BRANCH! WATCH THE TRADE PRESS!



# Talk about boxoffice pull...



"Sharp as a razor blade and just as hard!"

BOXOFFICE

"A rock-solid, bullet-straight drama of the first order... figures to play a pleasant tune on theatre cash registers."

MOTION PICTURE DAILY

"Keeps audience interest at high pitch."

SHOWMEN'S TRADE REVIEW

"Hard-hitting performance... interesting off-beat story."

HOLLYWOOD REPORTER

"Briskly paced drama... Stevens turns in a standout performance."

FILM DAILY

"Excellent values right down the line."

DAILY VARIETY

"Packed with suspense and action."

MOTION PICTURE HERALD

"ALLIED ARTISTS'  
**CRY VENGEANCE**  
**HAS IT!"**

**say the trade paper critics!**



**MARK STEVENS**

in

# CRY VENGEANCE

A LINDSLEY PARSONS Production

with **MARTHA HYER · SKIP HOMEIER · JOAN VOHS · Douglas Kennedy**

Associate Producer, JOHN H. BURROWS · Directed by MARK STEVENS · Written by WARREN DOUGLAS and GEORGE BRICKER







DECEMBER 15, 1954

VOLUME 53

NUMBER 7

## A PLACE FOR LAWYERS . . . AND EVERY LAWYER IN HIS PLACE

DID YOU EVER STOP to think that it is quite possible that this business started to get fouled up when the lawyers, and the legal aspects of everything, started to become a first consideration, instead of being only secondary to the objectives of honorable negotiations.

Walk into a film exchange today and ask for a clearance change and you will be told to submit it in writing so it can be sent to New York "for clearance with the Legal Department."

Try to arrange a product split, try to negotiate a bid, or try to settle a difference of opinion, and even before you can discuss the matter and reason its values with the local exchange manager who is locally informed, the bugaboo of that "faceless" legal staff whom you will never meet is planted firmly athwart the effort. Even some theatremen, arguing for prices, dates, clearances, and other points that are a normal businessman's duty, think nothing of threatening legal steps or sending lawyer's letters, rather than using honesty, fairness and their knowledge of their business to gain consideration.

So, as a result of laws and lawyers, our industry is becoming an armed camp of tempest and strife, threat and counter threat, blackjack and club, instead of a normal business where normal businessmen, respecting and respected, negotiate their business deals; business deals that are only submitted to lawyers if later diffi-

culties arise; business deals that start with the promise that businessmen are capable executives who know right from wrong and are qualified to run their businesses; and not business deals that must have legal fences built on either side of the road before two businessmen can take a walk together.

Fortunately, in this business we have an Al Lichtman who recently advocated, "Let's talk things over." Al is no Johnny-come-lately among film distribution. He goes way back to the days of "Queen Elizabeth," through Realart, Paramount, UA, MGM, and now 20th Century-Fox. He is as hard bitten and tough as any distributor alive. But he has the experience and the wisdom to know that this crazy business can't be reduced to textbooks and charts, or to law books and courts, without destroying the unorthodox, the showmanship, and the gamble that made it great.

Picking up Al's "Let's talk things over!", we would like to suggest that we leave the lawyers at home. Let's stop worrying about the lawyers or what the lawyers will say. Let's talk over our mutual problems and reach our decisions as honest and honorable businessmen. We can have no fears if we have no intent to do wrong. And after we have reached our decisions, if our hearts and hands are clean, and only then, let the lawyers see what we've done.

## STATURE OF A MAN

WE RECENTLY HAD OCCASION to note the intimate details of an employment switch in distribution, through which a capable sales executive left a company with which he had been connected for many years and joined another. With children to educate and all of the usual responsibilities, we watched him writhe and stew over his decision with probably much more fear and trepidation than any theatremen ever showed in acquiring the biggest theatre. More than dollars were on the line. Reputation, future, and industry standing were in the balance.

And the key man in much of this thinking was his "boss" at the home office.

Theirs had been the usual disagreements and hassles. Yet, through the years, there had apparently built up a respect and an admiration that neither appreciated.

So, to Bernie Kranze, the "boss" who doesn't know that we, or anyone else, knows, goes a doff of the hat for the human way in which he treated a fellow man. Nice work, Bernie! You not only made one loyal friend, but you made another glad to be one.

*Jay Emanuel*



# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

Cinerama estimates that its gross by the end of 1955 will reach \$20,000,000; Lowrent Thomas is succeeded by Milo J. Suthiff as president (page 7).

DCA reveals that its exhibitor stockholders operate 1,005 houses and number among them the most prominent in the industry (page 32).

## Distribution

James Grainger, RKO president, hails company enthusiasm at west coast regional sales meeting (page 6).

Jerry Pickman, Paramount ad-publicity vice-president, stresses the one-world aspect of film-making at the company's international coordination meeting (page 7).

## Exhibition

Exhibitors committee against toll-TV prepares to submit its objections to the FCC (page 9).

Tennessee exhibitors at regional meetings ask establishment of a service group to handle grievances (page 30).

## Financial

Stanley Warner report shows sharp increase in net earnings during 1954 (page 9).

## International

Canadian exhibitors group opposes high music fees; the first Canadian industry workshop, sponsored by Associated Screen Studios, draw a huge throng of film and TV personnel (page 24).

English Board of Trade approves extension of the Eady Plan (page 33).

## Legal

Minneapolis independent exhibitors sue majors and circuits for \$576,000 trebled (page 6).

## Mel Konecoff

Some kind words for MGM's Charles Reagan and the company's exhibitor salute; an exchange of letters with important people; and a hint to exhibitors on how to improve their reading habits are covered briefly (pages 6 and 32).

## Organizations

Pat McGee tells South Dakota exhibitors, that studios should develop new stars (page 6).

Oklahoma convention hears Si Fabian, SW head, oppose government control of the industry (page 8).

COMPO discusses plans for the proposed audience poll (page 23).

## Production

U-I's Charles Feldman announces a powerful lineup of product for 1955, and other executives also voice optimism (pages 8, 28, 29, and 30).



Barney Balaban, center, president, Paramount, recently received from Cecil B. DeMille, left, facsimiles of the original "Ten Commandments" slabs upon the producer-director's return from Egypt. The presentation was made at a gathering at the Paramount home office and was witnessed by Adolph Zukor, right, Paramount board chairman, and actor Charlton Heston.

# NEW YORK

## By Mel Konecoff

CHARLES REAGAN, in his debut press conference since taking over as general sales manager at MGM, came forth with some fine plans for the new year which



KONECOFF

are expected to do quite a bit to assist exhibitors in selling tickets and bringing in audiences. The salute to exhibitors is bolstered by earthy campaigns, seasoned with imagination and garnished with experience. MGM started the ball rolling in the right direction with its "Ticket-Selling Workshops" and is winding up in the winning column with its confidence in the future via its campaign on behalf of exhibitors and company product. 1955 might indeed be "a great movie year," in the words of Reagan. Let's sell 'em and see.

**OPEN NOTE TO ED SULLIVAN:** Dear Ed, can we borrow your crystal ball for a short period? It could be of tremendous help in this biz. It did wonders for you when on Dec. 9 you stated, "No Business Like Show Business" (is) a hit on national movie screens," and it wasn't playing anywhere. The world premiere isn't scheduled until tomorrow (Dec. 16) at the Roxy, but national grosses are way up there, aren't they?

Mind you, we think you'll be right about the statement.

Best wishes, M.K.

MAIL: Dear Mel, The luncheon I had with you and the boys was most enjoyable. Thanks for everything and I hope to see you on my next trip—probably shortly after the first of the year.

Kindest regards, Dick Powell.

Dear Richard, It was our pleasure and

(Continued on page 32)

# Latest Bulletins

(Developments At Press Time)

## McGee Asks Studios To Develop New Stars

SIoux FALLS, S. D.—Pat McGee, IOA vice-president, addressing the South Dakota Exhibitors Association, called the studios' lack of "a program for developing new personalities," one of the contributing factors in the present product shortage. Asserting that the companies "wait for someone else to take the chance," McGee stated that there are dozens of youngsters in California who could be developed into stars.

The speaker deplored the fact that "there are no replacements being produced for kiddie shows now on the market." McGee maintained that "producers could make worthwhile kiddie programs on which they could at least break even; if they can be made for television why can't they be made for this special purpose?"

Since, according to McGee, "the limit was reached long since on what the small theatre could pay," there must be a reduction in rentals for such houses. "The producer should make as many pictures as he can, presenting new personalities so we can have more popular players, and distribution must do its best to sell film at a price commensurate with a theatre's individual possibilities."

## Grainger Hails RKO "Enthusiasm And Results"

HOLLYWOOD—Sales personnel at the first meeting of RKO's four regional sales meetings were lauded by J. R. Grainger, president, for their "enthusiasm and results."

The meeting opened with a screening of "Underwater" and a discussion by J. H. MacIntyre, sales manager, western division, on promotion and sales plans for the film. MacIntyre complimented the meeting for the "outstanding job" done on "Hansel And Gretel" which has been booked in 400 theatres for Christmas.

Selling plans were discussed for "Hansel And Gretel," "Cattle Queen Of Montana," "Passion," "Escape To Burma," "This Is My Love," "Seven Bad Men," "Tarzan's Hidden Jungle," "Quest For The Lost City," "The Conqueror," "Son Of Sinbad," and "Jet Pilot."

Other RKO executives also spoke on ad policies and other topics.

## Minneapolis Suit Tried

MINNEAPOLIS—Trial of a \$576,000 triple damage anti-trust action brought by William and Sidney Volk, operators, Terrace, against eight major film companies, Minnesota Amusement Company, and RKO Theatres opened before Judge Gunnar H. Nordbye in Federal District Court.

The action charges that the distributors and the two theatre circuits conspired to deprive the Terrace of a run "in keeping with the character, location, and grossing potential" of the house.



# Cinerama '55 Gross Seen As \$20,000,000

## Pre-Christmas Lull Hits B'way Grosses

NEW YORK—With the exception of Radio City Music Hall, where the annual Christmas show bowed, and the Victoria, where "A Star Is Born" was holding up nicely, most of the Broadway first-run spots felt the effects of the pre-Christmas doldrums last weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"TRACK OF THE CAT" (Warners). Paramount dropped to \$26,000 on the second week.

"DESIREE" (20th-Fox). Roxy reported \$28,855 for Thursday through Sunday, with the fourth and last week heading toward \$38,000.

"DEEP IN MY HEART" (MGM). Radio City Music Hall, boosted by the annual Christmas show on stage, hit \$109,000 for Thursday through Sunday, with the opening session bound to top \$166,000.

"SABRINA" (Paramount). Criterion announced \$10,500 for the 12th week.

"THE ASPHALT JUNGLE" (MGM); "BATTLEGROUND" (MGM). Globe was down to \$3,900 for the last three days of the third and last week.

"SITTING BULL" (UA). Mayfair expected the third week to reach \$19,000.

"ON THE WATERFRONT" (Columbia). Astor anticipated the 20th week at \$14,000.

"A STAR IS BORN" (Warners). Victoria claimed \$28,000 for the ninth week.

"THE LAST TIME I SAW PARIS" (MGM). Capitol was heading toward a \$28,000 fourth week.

"PHFFFT" (Columbia). Loew's State held at \$16,000 for the fifth week.

"CARMEN JONES" (20th-Fox). Rivoli dropped to \$19,000 on the seventh week.

## Arbitration Progress Reported

NEW YORK—The exhibitor-distributor sub-committee on arbitration met last week and made progress in the discussions leading toward the establishment of an arbitration system.

Herman M. Levy and Adolph Schimel, representing the sub-committee, were instructed to reduce to final writing the wide areas of agreement and to prepare, in addition, a conciliation plan for approval of the committee in January. The date of Jan. 17, 1955, has been set for the next meeting of the joint group.

Both sides expressed satisfaction with the progress made thus far. Attending the meeting were Si Fabian, Mitchell Wolfson, Max Cohen, Leo Brecher, and Herman Levy, from exhibition; and A. Montague, Charles Reagan, William Gehring, Robert Perkins, Adolph Schimel, and Austin C. Keough, from distribution.

## Filmmakers Holds Sales Meet

CHICAGO—Filmmakers Releasing organization held a national sales meeting last week at the Blackstone Hotel here. Future product plans were discussed and the company's next two releases, "Crashout" and "Mad At The World," were screened.

## Small House Cinerama Demonstration Impresses

HOLLYWOOD—A "highly impressive" demonstration of mobile equipment capable of showing Cinerama in smaller theatres was given to the delegates at National Theatre's divisional convention last fortnight.

Basic improvement in the NT system is the use of mirrors to circumvent the use of three separate booths. The unit requires removing only about 50 seats from the back of the house. Estimated cost of building a mobile unit is placed at between \$40,000 and \$50,000 for entire set up.

## Pickman Stresses "One World"

HOLLYWOOD—Addressing the first international coordination meeting of Paramount last week, Jerome Pickman, advertising-publicity vice-president stressed the "one-world" aspect of the entertainment business today. The meeting was one of a scheduled week of individual sales and promotion conclaves attended by domestic and foreign publicity executives. Y. Frank Freeman, Paramount studio vice-president, opened the meetings, while A. W. Schwalberg, president, Paramount distributing corporation, and Loren L. Ryder, studio technical engineering head also spoke. Complete and incomplete features were screened.

## TOA Meeting Set

NEW YORK—The joint mid-winter meeting of the board and the executive committee of Theatre Owners of America is scheduled for Feb. 13-15, 1955, at the Mayflower Hotel in Washington. A. Julian Brylawski, TOA vice-president, is chairman, host committee.

Walter Reade, Jr., chairman of the board, and Alfred Starr, chairman of the executive committee, will preside.

## I N D E X

VOLUME 53, NUMBER 7 DECEMBER 15, 1954

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Feature Reviews: "Port Of Hell" (Allied Artists); "The Bamboo Prison" (Columbia); "The Siege" (Lippert); "The Silent Raiders" (Lippert); "Bad Day At Black Rock" (MGM); "The Country Girl" (Paramount); "The Atomic Kid" (Republic); "There's No Business Like Show Business" (20th-Fox); "The White Orchid" (UA); "Destry" (U-I); "West Of Zanzibar" (U-I).

## Lowell Thomas Steps Down As President, Succeeded By Sutliff; Stock Buy By Officers Is Approved

NEW YORK—From the initial opening in the fall of 1952 until Nov. 27, 1954, "This Is Cinerama" has grossed an estimated \$16,500,500, with Cinerama productions securing an income of \$2,900,000 from its 50-50 agreement in the first four theatres with Stanley Warner Corporation.

These figures were revealed last week by Ira S. Stevens, treasurer and assistant secretary, at a stockholders meeting. Stevens predicted that for the 14 month period ending Dec. 31, 1955, the company will have grossed about \$20,000,000.

"This Is Cinerama" will be opened by Stanley Warner in Montreal, on Dec. 27, followed by showings in Buffalo and Miami.

The stockholders unanimously elected Lowell Thomas, Louis B. Mayer, Milo J. Sutliff, Theodore R. Kupferman, and Ira S. Stevens as directors. They also approved and ratified an agreement dated for the termination of an employment agreement and for stock arrangements between the company and Merian C. Cooper and between the company and Argosy Pictures Corporation.

Also, the stockholders approved and ratified an agreement dated Nov. 3 for the termination of an employment contract and for a stock arrangement and bank loan guarantee arrangement between the company and Mayer; and voted permission for certain officers, Kupferman, Stevens, and Irving N. Margolin, to purchase Cinerama Productions stock in blocks of 5000, 5000, and 2500 shares respectively, at \$2.25 per share.

At a meeting of the board following the stockholders meeting, Lowell Thomas, president, withdrew his candidacy for the office for the forthcoming year due to his production responsibilities in the third Cinerama film, "The Seven Wonders Of The World." Sutliff was elected president; Kupferman, vice-president and secretary; Stevens, treasurer and assistant secretary; and Margolin, assistant treasurer.

## Veteran Groups Back "Army"

NEW YORK—All members of the American Legion, Veterans of Foreign Wars, and Junior Chambers of Commerce and their families are urged by their national officers, in letters sent to local affiliates, to attend the theatre showings of the Technicolor feature, "This Is Your Army," it was disclosed last fortnight.

## Hoover Tours Tents

NEW YORK—George Hoover, chief barker, International Variety Clubs, has planned a program of personal contact that should take him at least once to every local tent in the United States in the next six months. During the next month, his itinerary will take him to such widely separated tents as Atlanta, Minneapolis, Philadelphia, Houston, and Baltimore.



## U-I Sets Powerful Schedule Of Top Films For 1955 Release

NEW YORK—U-I will release during the first four months of 1955 one of the most powerful groups of important film productions in its history dealing with a wide variety of themes and pre-sold by record merchandising campaigns to create the greatest possible boxoffice potential, it was announced last week by Charles J. Feldman, vice-president and general sales manager.



FELDMAN

The releasing program which is in line with Universal's policy of providing exhibitors with a steady flow of pictures for all types of theatres, includes three CinemaScope productions. All but three of the 13 pictures are in Technicolor. Two of them are top budget films in color produced by the J. Arthur Rank Organization—one in Africa and the other in New Zealand.

According to Feldman, Universal's three CinemaScope productions will be available to exhibitors with both magnetic and optical sound tracks and will be made available in regular screen size in line with the company's policy of making pictures for all types of theatres.

Released for Christmas is "Sign Of The Pagan," the story of Attila the Hun. In CinemaScope and Technicolor it stars Jeff Chandler, Jack Palance, Ludmilla Tcherina, and Rita Gam in the costliest spectacle ever produced on the U-I lot.

"So This Is Paris," Technicolor musical starring Tony Curtis, Gicria De Haven, Gene Nelson, Corinne Calvet, and Paul Gilbert, heads the list of January releases. The second January picture will be

"Destry," the remake of the famous "Destry Rides Again." Starred in this new Technicolor remake of the western classic are Audie Murphy, Mari Blanchard, and Lyle Bettger. "West Of Zanzibar," filmed in Technicolor on the African veld by the J. Arthur Rank Organization in association with the Schlesinger Organization, will be the third January release. It stars Anthony Steel and Sheila Sim.

February releases will be headed by "The Far Country," in Technicolor. Starred with James Stewart are Ruth Roman, Corinne Calvet, and Walter Brennan. "Six Bridges To Cross," a melodrama dealing with the great Boston robbery, starring Tony Curtis, Julie Adams, and George Nader, will be the second February release. The third will star Abbott and Costello in "Abbott And Costello Meet The Keystone Kops."

"Captain Lightfoot," filmed entirely in Ireland in CinemaScope and Technicolor and starring Rock Hudson, Barbara Rush, and Jeff Morrow, will be one of the important March releases. "Smoke Signal," in Technicolor and starring Dana Andrews, Piper Laurie, Rex Reason, and William Talman, is the second March release, while "Land Of Fury," filmed in Eastman Color in New Zealand for the J. Arthur Rank Organization and starring Jack Hawkins and Glynis Johns, is the third March release.

"Chief Crazy Horse," in CinemaScope and Technicolor and starring Victor Mature, Suzan Ball, and John Lund, will be one of the important April releases. "Man Without A Star," filmed in Technicolor and starring Kirk Douglas, Jeanne Crain, and Claire Trevor, will be the second important April release, while the third will be the perennial "Ma And Pa Kettle At Waikiki."

## Fabian Opposes Plan For Gov't Control

OKLAHOMA CITY—Addressing the Oklahoma Theatre Owners Convention here last week, S. H. Fabian, president, Stanley Warner Corporation, lashed out at that "thunderous and outspoken segment of our industry that would have the government set up machinery to settle such intimate problems as film rentals and product shortage." Calling such a policy "blind to the disadvantages of government control," he said that it would be preferable to, "sit down together and settle our problems among ourselves, without bringing in strangers to our industry who would have to be educated before we could ask them to settle the problems of showmen with years of practical experience."

Noting that "a united industry persuaded Congress to give us admission tax relief," Fabian called for the formation of one central exhibitors organization. Stating that exhibitors' opinions were "overwhelmingly in favor" of such a move he pointed out the success of efficient organization in Great Britain.

Although praising Hollywood's "terrific job," in reconverting to big pictures and perfecting new technical advances, Fabian pointed out that a picture shortage still existed. For this reason, he said, "we should encourage Hollywood to make more and encourage everyone willing to invest his money in producing pictures." Fabian noted that some of the biggest money makers cost between less than one to a maximum of two million dollars. He called on exhibitors to give good playing time to the products of every company and to give them showmanship campaigns in every area.

Ed Thorne has been elected president of the Oklahoma group. Other officers are Ralph Drewry, vice-president; Ray Hughes, secretary-treasurer; and Mrs. Zella Geck, assistant secretary-treasurer. The posts of chairman of the board and second vice-president were eliminated.

Directors named by the convention were Paul Shipley, Enid; Alex Blud, Tulsa; Ralph Drewry, Tulsa; Charles Procter, Muskogee; Phil Hayes, Bartlesville; C. D. Hicks, Nowata; Bill Slepka, Okemah; Eddie Holt, Coalgate; Ed Thorne, Harold Combs, Oklahoma City; Avece Waldron, Lindsay; Mrs. L. H. Goerke, Canton; Paul Stonum, Anadarko; H. D. Cox, Binger, all in Oklahoma; and H. S. McMurry, Dumas; and J. S. Worley, Shamrock; Birby Conley, Perryton, all of Texas, and Ralph Tabot and C. B. Akers, Tulsa.

## Schine Request Denied

BUFFALO—Federal Judge John Knight has denied a request by the Schine Circuit to obtain correspondence between it and the government from 1942 to 1954, reports of investigations conducted by the government, memoranda concerning meetings held between government representatives and Schine officials, and court records and decisions involving anti-trust cases against other circuits.

Judge Knight granted a government request to quash a subpoena ordering the government to produce the documents.

Trial of the Schine case is scheduled to begin later this month.

## Mass. Theatre Wins Suit

BOSTON—After nine days of trial in federal court, the anti-trust suit of the Victoria Amusement Company, Lawrence, Mass., was settled last week for the plaintiff for an undisclosed amount with no action taken by the jury.

The jury was dismissed following an agreement among attorneys on the terms. There was no verdict. Samuel Richmond, operator, State, was the plaintiff who had charged in his complaint that the major companies and certain theatre owners had conspired to restrain trade, maintained a uniform system of runs and clearances, and other infractions. He had asked \$3,000,000 on the violations of the anti-trust laws.

## Federal Tax Take Down

WASHINGTON—Federal revenue from the tax on theatre tickets amounted to \$310,264,000 for the 12-month period ending June 30, 1954, it was revealed last week. This period includes three months of operation under the Mason Bill, which became effective April 1, 1954. It compares with a figure of \$359,522,000 for the same period in 1953.

## Skouras Concert Plans Set

NEW YORK—Spyros P. Skouras, president, 20th-Fox, will be honored at a dinner concert sponsored by the American Fund For Israel Institutions "in recognition of his leadership on behalf of Israel through the American Fund," Simon H. Fabian, head, Stanley Warner and Fabian Theatres, and chairman, dinner concert committee, announced last fortnight.

The affair will be held on Jan. 5 at the Waldorf-Astoria Hotel. Over 400 New York civic leaders, representing a cross section of New York's industrial and commercial enterprises, including many eminent motion picture, theatre, concert, radio, and television personalities, have joined the sponsors committee for the colorful event.

## Stockholder Wins Point

NEW YORK—The State Court of Appeals last week upheld the right of Lester Martin to look at the books of Columbia. In a four-three decision, the court sustained two lower court rulings directing the company to let the dissatisfied stockholder examine the books. The ruling follows lengthy legal maneuverings.



## SW Report Shows Increased Earnings

NEW YORK—In his annual report to the stockholders issued last week, S. H. Fabian, president, Stanley Warner Corporation, stated that the profit for the company and its subsidiaries for the fiscal year ended Aug. 28 amounted to \$3,595,100 after deducting depreciation and amortization of \$3,476,400, but before deducting provisions for federal income taxes and contingencies. The net profit was \$1,770,100, equivalent to 80c per share on the 2,218,529 shares of common stock outstanding. Included in such profit is a profit of \$74,000 arising from sales of fixed assets.

Fabian said it was not possible to give an accurate estimate of earnings, but based upon information now available, "it appears that the earnings for the first quarter were more than twice the consolidated earnings for the corresponding quarter which ended Nov. 28, 1953, when our profits amounted to \$523,000 after all charges including federal income taxes."

The first accounting period covered the 26 week period ended Aug. 29, 1953. During such period, operations showed a consolidated loss of \$970,700 of which \$649,800 arose from the sale of theatres and other properties.

"The fiscal year ended Aug. 28, 1954, our first full year of operation, was a year of marked progress for Stanley Warner Corporation," stated Fabian. "The downward trend in operating profits of the theatres, which had continued for more than five years, was reversed. Our Cinerama division expanded its theatre operations and commenced its activities in the field of production. Following the stockholders approval of the amendment to our certificate of incorporation, we took a major step in the diversification of our business activities through the acquisition of International Latex Corporation."

Current assets totaled \$25,835,300 and current liabilities \$11,846,400. Cash amounted to \$12,206,100, which in itself was in excess of all current liabilities. Long term debt due after one year was \$19,484,000. All properties were free of mortgage indebtedness except from one theatre and building on which there was a long term mortgage of \$1,334,000.

The annual meeting of the company will be held in Wilmington, Del., on Jan. 13, 1955.

## Pacific Cargo Rates Drop

NEW YORK—Inauguration of a new low transpacific specific commodity rate to 50 pounds and over on shipments of motion picture film from all U.S. points to Hongkong and Tokyo by Air Express International was announced last week by its president, Charles L. Gallo. Special low rates had previously applied to Manila only in the Pacific area.

A 50-pound package sent from a west coast air port such as Los Angeles or San Francisco, according to Gallo, now may be sent via AEI to any of the transpacific destinations, Tokyo, Hongkong, or Manila, at a cost of only \$83, as compared with an airline rate for the same shipment and destination of \$125. Time as well as money will be saved, it was said.



Some of the newly elected officers of the Calasium of Motion Picture Salesmen of America are seen at the recent annual meeting of the group at Chicago, Ill. From left to right are seen Robert Lightfoot, St. Louis, second vice-president; Edgar E. Shinn, New Orleans, treasurer; Glenn Haviland, Seattle, president; Dave Bartell, counsel; Milton Simon, Chicago, first vice-president; Raymand Wild, past president; and Jack Eckhardt, Chicago, secretary. Wild is seen congratulating the new calasium head.

## COMPO Ad Hails Reopening

NEW YORK—The decision of Ellsworth, Wis., merchants to finance the reopening of their town's motion picture theatre forms the basis of the 32nd advertisement published last fortnight by COMPO in Editor and Publisher.

Headed "78 words that ought to be framed," the advertisement reproduces a dispatch from Minneapolis to Variety giving details of the Ellsworth merchants' action.

The dispatch related that the merchants decided to subsidize the reopening of the local theatre because they had found that its closing not only had hurt their business but had lowered the morale and spirits of the town's residents.

## Filmmakers Seeks TOA Boost

HOLLYWOOD—President Irving H. Levin, Filmmakers Releasing Organization, has written Theatre Owners of America president E. D. Martin offering to increase FRO output to 12 pictures annually if TOA will co-finance production as indicated at its Chicago convention.

## RKO Regional Meetings Concern Plans For Two Films

NEW YORK—A series of four regional sales meetings of RKO Radio are being held this week to complete the over-all sales and merchandising campaigns for two pictures, "Underwater" and "The Americano."

The Hollywood meeting, under the management of J. H. Macintyre, western division sales manager, was attended by President James R. Granger; C. J. Tevlin, vice-president in charge of operations; James Wilkin, editorial chief; Perry Lieber, director of publicity and exploitation; A. L. Kolitz, Rocky Mountain district manager; R. H. Lange, Portland; J. C. Emerson, San Francisco; Seymour Borde, Los Angeles branch manager; E. A. Lamb, Seattle; G. Davison, Salt Lake City; Lee Roy Hobson, Denver; J. F. Davie, Vancouver; and Michael Havas, Latin American Supervisor.

The Chicago and New York meetings took place simultaneously from Dec. 13 to 15, while the New Orleans meeting is slated for Dec. 16 through 18.

## Toll-TV Objections To Reach The FCC

NEW YORK—Trueman Rembusch, co-chairman, joint committee on toll television, last week announced that definite steps are being taken to combat the approval of the method by the Federal Communications Commission and to allow industry representatives to present their side of the case against the system.

It was announced that a firm of Washington attorneys, Marks and Cohn, has been hired to protest to the FCC the approval of the Zenith Television and Radio Company application for use of their toll TV system, and a hearing will be requested in papers filed within a week. A delay in action on the application is being sought so that exhibition witnesses may appear.

Another step outlined was the institution of an educational campaign calculated to reach the public and other interested parties as well as opponents of toll TV such as advertising agencies, local merchants, etc., who stand to lose revenue should commercial-free toll TV take over the air waves and theatres forced to close.

The committee will concentrate on raising funds for conducting the campaign.

Rembusch reported that exhibitors would have no objection to toll TV if it would compete on the same economic basis as theatre TV, that is if phone lines or coaxial cables were utilized in homes. However, if present channels and air time is utilized giving toll TV a preferred position over a two-and-a-half billion dollar industry, then exhibitors will fight and fight hard.

Present at the session were Rembusch, Herman Levy, Wilbur Snaper, Phil Harling and William Namenson.

## ARC Sets Eight For '55

HOLLYWOOD—American Releasing Corporation will release a minimum of eight pictures during 1955, President James H. Nicholson announced last week. Currently in release through ARC is "The Fast And The Furious," while scheduled for release this month is "Operation Malaya."

Set for release in 1955 are "Five Guns West," "King Robot," "The Day The World Ended," "The Beast From 1,000,000 B.C.," "War Cry," "One Mile Below," "African King," and "Johnny Big Gun."





JANUARY 3RD...APRIL 30TH

1955

## *Universal-International*

reaffirms its highly popular policy of delivering  
**ALL** types of pictures...for  
**ALL** types of theatres...for  
**ALL** types of screens!

...and reaffirms its conviction from years of  
**YOUR** experience that **BIG** Pictures  
are those that can make **BIG** Profits!

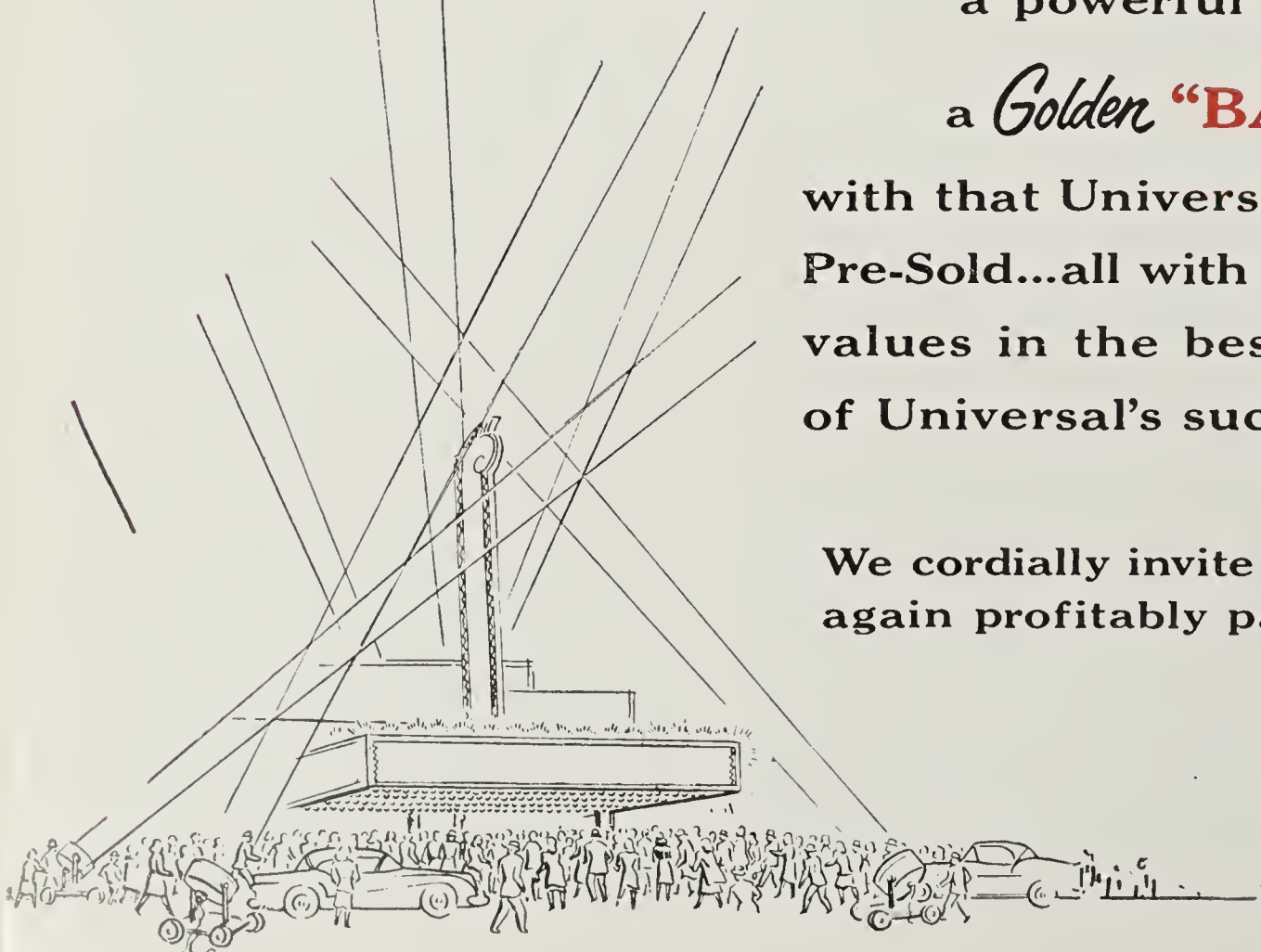
For the **CHARLES J. FELDMAN**  
**ANNUAL DRIVE**

we have selected with Special Care  
a powerful program of pictures...

a *Golden* **"BAKER'S DOZEN"**...

with that Universal appeal...all of them  
Pre-Sold...all with **"BUILT-IN"** Exploitation  
values in the best box-office tradition  
of Universal's successful Showmanship.

We cordially invite Exhibitors everywhere to  
again profitably participate as in the past.





The wonderful story of Three sailors on leave...

Three girls in love  
and Five little orphans  
in trouble!

# SO THIS IS PARIS

COLOR BY  
**TECHNICOLOR**



**9 NEW  
HIT TUNES**

STARRING

**TONY CURTIS • GLORIA DeHAVEN**

**GENE NELSON • CORINNE CALVET • PAUL GILBERT**

with MARA CORDAY • "MISS UNIVERSE OF 1954" CHRISTIANE MARTEL • "MISS U.S.A. OF 1954" MYRNA HANSEN

Directed by RICHARD QUINE • Screenplay by CHARLES HOFFMAN • Produced by ALBERT J. COHEN





From the roaring,  
raucous, rowdy pages of the  
best-loved legend of the West!



"DESTRY"...the  
peace-loving  
stranger

**AUDIE MURPHY**



"BRANDY"...the  
dance hall  
entertainer

**MARI BLANCHARD**



"DECKER"...  
the crooked  
gambler

**LYLE BETTGER**



"MARTHA"...the  
trusting  
sweetheart

**LORI NELSON**



"BARNABY"...  
the bottle-loving  
sheriff

**THOMAS MITCHELL**



# DESTRY

Suggested by MAX BRAND'S novel "DESTRY RIDES AGAIN"

PRINT BY

*Technicolor*



with **EDGAR BUCHANAN • WALLACE FORD • MARY WICKES**

Directed by **GEORGE MARSHALL** • Screenplay by **EDMUND H. NORTH** and **D. D. BEAUCHAMP** • Produced by **STANLEY RUBIN**



The Star... The Director... The Producer who gave you "Winchester '73"  
"Bend of the River" and "The Glenn Miller Story" now bring you... all the  
savage passions of the Yukon Frontier in the days of the Klondike Gold Rush!



JAMES STEWART  
RUTH ROMAN  
CORINNE CALVET  
WALTER BRENNAN

THE  
**FAR COUNTRY**

COLOR BY

*Technicolor*

Produced by AARON ROSENBERG  
Story and Screenplay by BORDEN CHASE  
Directed by ANTHONY MANN

with  
JOHN MCINTYRE  
JAY C. FLIPPEN



He braved the savagery of Ute rebellion...  
challenged the fury of the "Devil River"...  
defied the bullets that branded him traitor!

# SMOKE SIGNAL

starring

DANA ANDREWS

PIPER LAURIE

co-starring REX REASON

WILLIAM TALLMAN

PRINT BY

*Technicolor*

Actually filmed along  
the churning fury and  
boiling rapids of the  
Colorado River!

*Reginald Bacon*

Directed by JERRY HOPPER • Story and Screenplay by GEORGE F. SLAVIN and GEORGE W. GEORGE • Produced by HOWARD CHRISTIAN

THEATRE SHOWING THE CHARLES L. FELDMAN DRIVE JANUARY 3, APRIL 30, 1955



from the

**Collier's** magazine

story based on **THE GREAT**

**\$2,500,000  
BOSTON  
ROBBERY!**

THE STORY OF A COP, A CROOK,  
AND THE STRANGE BARGAIN  
THEY MADE!.....that is the  
unsolved secret behind the greatest  
armed robbery in the history of crime!



# 6 BRIDGES TO CROSS

starring

TONY CURTIS  
JULIE ADAMS  
GEORGE NADER

with

JAY C. FLIPPEN • SAL MINEO

Directed by JOSEPH PEVNEY • Screenplay by SIDNEY BOEHM • Produced by AARON ROSENBERG

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE...JANUARY 3-APRIL 30, 1955



# CHIEF CRAZY HORSE

The  
great saga  
of the fighting  
leader of the  
Sioux and the  
story behind  
Custer's  
last stand!

PRINT BY

*Technicolor*



Starring

**VICTOR MATURE**  
**SUZAN BALL**  
**JOHN LUND**

with

**RAY DANTON • KEITH LARSEN • ROBERT WARWICK**

**CINEMASCOPE**

Directed by GEORGE SHERMAN • Screenplay by FRANKLIN COEN and GERALD DRAYSON ADAMS • Co-Producer LEONARD GOLDSTEIN • Produced by WILLIAM ALL

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE... JANUARY 3-APRIL 30, 1955





“a love-bargain is like  
barbed-wire . . . fight it  
and you’ll get hurt!”



**KIRK DOUGLAS**

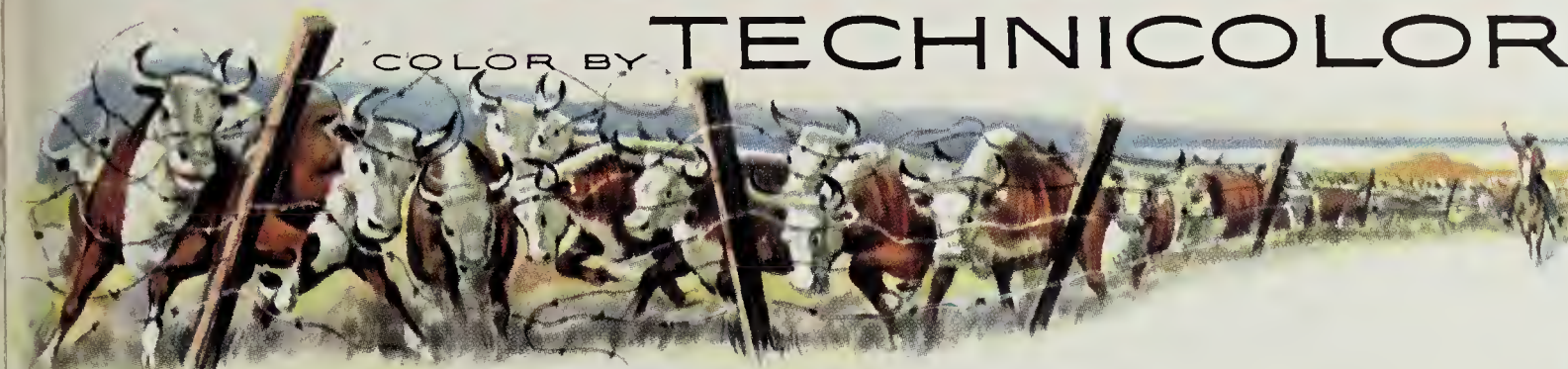
bringing a new kind of outdoor excitement

**JEANNE CRAIN**

**CLAIRE TREVOR**

# MAN WITHOUT A STAR

COLOR BY **TECHNICOLOR**



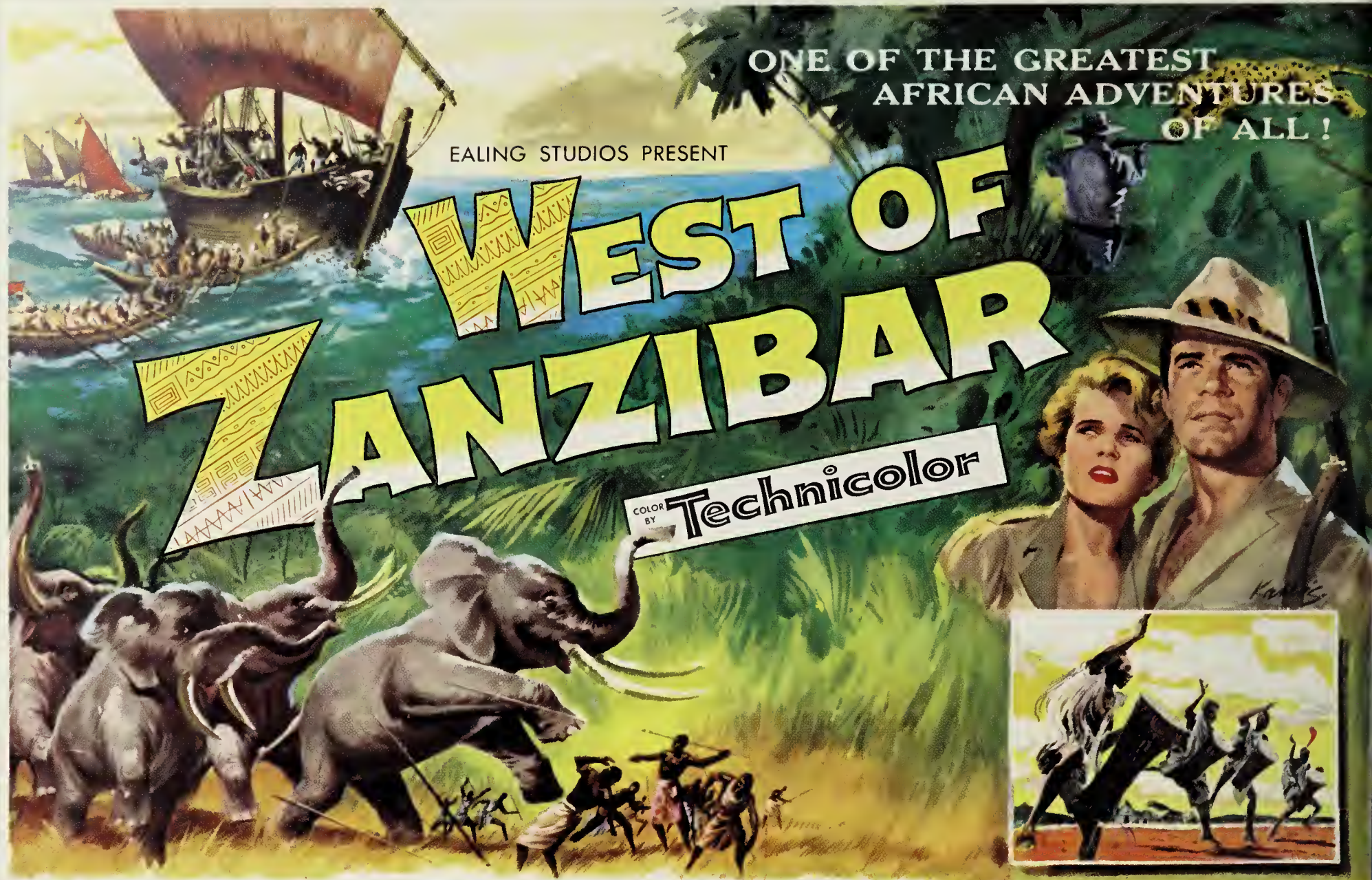
co-starring **WILLIAM CAMPBELL** with **RICHARD BOONE • MARA CORDAY**

Directed by **KING VIDOR** • Screenplay by **BORDEN CHASE** and **D. D. BEAUCHAMP** • Produced by **AARON ROSENBERG**



AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE... JANUARY 3-APRIL 30, 1955





starring **ANTHONY STEEL • SHEILA SIM**



with **NOEL PURCELL • LAYA RAKI • INIA TE WIATA**

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE... JANUARY 3-APRIL 30, 1955





# THE GREATEST



# PARADE OF



# BOX OFFICE



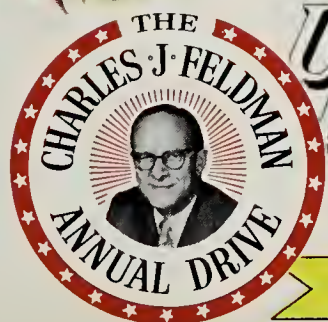
# POWER IN



# UNIVERSAL



# HISTORY!



JANUARY 3RD...APRIL 30TH

1955







ALO-HA-HA!...they've gone native!

# Ma and Pa Kettle AT WAIKIKI

Starring  
**Marjorie MAIN**  
**Percy KILBRIDE**

with LORI NELSON • BYRON PALMER and HILO HATTIE

# BUD ABBOTT and LOU COSTELLO MEET THE KEYSTONE KOPS

with FRED CLARK • LYNN BARI • MAXIE ROSENBLOOM

Against the ravaging hordes  
of ATTILA...stood a  
warrior's might and  
a people's faith!

Against his ruthless  
pagan lusts...  
the power of a  
woman's love!

COLOR BY

*Technicolor*

CINEMASCOPE

# SIGN OF THE PAGAN

THE STORY OF  
ATTILA THE HUN

starring **JEFF CHANDLER**  
**JACK PALANCE • LUDMILLA TCHERINA • RITA GAM**

with JEFF MORROW • GEORGE DOLENZ • EDUARD FRANZ • ALEXANDER SCOURBY

Directed by DOUGLAS SIRK • Screenplay by OSCAR BRODNEY and BARRE LYNDON • Story by Oscar Brodney • Produced by ALBERT J. COHEN



THE BRILLIANT YOUNG STARS  
OF "MAGNIFICENT OBSESSION"

bringing to life the violent  
passions and dramatic  
excitement of W. R. Burnett's  
great new novel!

**CINEMASCOPE**



**ROCK HUDSON  
BARBARA RUSH  
JEFF MORROW**

# CAPTAIN LIGHTFOOT

PRINT BY

*Technicolor*

with **KATHLEEN RYAN • FINLEY CURRIE • DENIS O'DEA**

Directed by DOUGLAS SIRK • Screenplay by W. R. BURNETT and OSCAR BRODNEY • Story and Adaptation by W. R. BURNETT • Produced by ROSS HUNTER

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE... JANUARY 3-APRIL 30, 1958



## About People

NEW YORK—William J. Heineman, United Artists vice-president in charge of distribution, will serve as distributor chairman in the 1954-55 national conference drive-in observance of Brotherhood Week, it was announced last week by John H. Harris, national chairman, amusements division. Heineman succeeds Morey Goldstein, vice-president and general sales manager, Allied Artists. Harris concurrently announced that Francis M. Winikus, national director of advertising, publicity, and exploitation, United Artists, has accepted the post of director of advertising and publicity.

NEW YORK—Frank Braden, press representative, Ringling Brothers Barnum and Bailey Circus, has joined Paramount on a "loan out" to assist with the extensive national campaign on Hal Wallis' latest Dean Martin-Jerry Lewis comedy, "Three Ring Circus." Working with Braden, who currently is stationed at the Paramount home office, is Dave Friedman, Paramount mid-west field representative, who has a broad circus promotion background. Braden also is working with Loew's executives in New York in preparation for a Dec. 24 opening at Loew's State.

HOLLYWOOD—John M. Wolfberg, former national secretary, National Allied, last week severed his association with the Hal R. Makelim organization of which he was vice-president and sales manager. Taking over Wolfberg's duties is Herb Kaufman, former Republic sales official and a recent Makelim midwest sales executive. Hy Daab, veteran industry advertising and publicity executive who was with the Makelim organization briefly, has completed an assignment and withdrawn.

NEW YORK—Max E. Youngstein, vice-president, United Artists, has been appointed chairman, entertainment committee, National Home for Asthmatic Children, Denver, it was announced last week by Robert Q. Lewis, CBS television star who is honorary chairman, regional board of directors. Youngstein and Lewis simultaneously announced their sponsorship of a gala "Parade Of Stars" at Town Hall on Jan. 8, 1955, for the benefit of the National Home.

NEW YORK—Harry M. Kalmine, vice-president and general manager, Stanley Warner Corporation, announced last week the promotion of Nat D. Fellman as his executive assistant, in addition to his duties as film buyer for the circuit. Fellman began his motion picture career in 1928 as an office boy in Warners.

WASHINGTON—Turner B. Shelton was appointed last week to be chief of the United States Information Agency's motion picture service. Shelton succeeds Andrew W. Smith, Jr., who has resigned to return to private industry in the New York area.

NEW YORK—George J. Schaefer has been retained as producer's representative for United Artists' "Star Of India," it was announced last week.



Recently discussing plans for the benefit world premiere of 20th-Fox's "There's No Business Like Show Business" for the Actors Fund of America were, left to right, Warren Munsel, secretary, Actors Fund; Al Lichtman, 20th-Fox director of distribution; Mitzi Gaynor, star; Walter Vinson, president, Actors Fund; and William Moclair, executive director, Roxy, New York City, where the film is set.

### COMPO Sets Poll Plans

NEW YORK—Final details of the national audience poll recently authorized by the COMPO executive committee were to be worked out last week at a meeting of the committee that originally drew up plans for the poll last summer.

The committee was to meet at the Sheraton Astor, and those attending the sessions were to be Mrs. Alice N. Gorham, United Paramount Theatres, Detroit, committee chairman; Roy Kalver, Decatur, Ind.; Ralph Russell, Canton, O.; Paul Levi, American Theatres Corporation, Boston; Frank H. Ricketson, Jr., and Paul Lyday, Fox Inter-Mountain Theatres, Denver; Harry Mandel, chairman, COMPO press relations committee; and Charles E. McCarthy, COMPO staff.

### Martin Cites TOA Goals

COLUMBUS, GA.—E. D. Martin, TOA president, announced last week that the TOA administration has been dedicated to three objectives, the unification of exhibition, conciliation and arbitration, and increase in production.

Martin pointed out that "discussions are planned with Allied to unite all exhibitors," and asserted that "our problems are their problems, only the approach to solve them are different."

"Competition for the spectator amusement dollar and pleasure time of the family is growing stronger. We must stop the fighting between ourselves that is sapping our strength and fight to maintain the motion picture as the queen of amusements," he argued.

## This Was The Week When . . . .

The Technicolor, Inc., board declared a dividend of 25 cents per share on the \$1 par common and 50 cents per share on the no par common and a special year-end dividend of 10 and 20 cents per share respectively. . . . The Council of the International Federation of Film Producers Associations announced that it would support both the Cannes and Venice festivals in 1955. . . . General Precision Equipment Corporation completed plans to acquire control of Griscom-Russell Company, Massillon, O. . . . The March of Dimes and U-I set a nationwide "So This Is Paris" contest to focus attention on the polio fund drive. . . . U-I's "Six Bridges To Cross" had its world premiere set for the RKO Memorial, Boston, on Jan. 19. . . . The New York Foundling Hospital announced sponsorship of the opening performance of AA's "Tonight's The Night" at the 52nd Street Trans-Lux, New York, on Dec. 22.

It was revealed that Paramount's "Three Ring Circus" will open at Loew's Statz, New York, on Dec. 24. . . . 20th-Fox's "Prince Of Players" was set as the holiday attraction at the Rivoli, New York. . . . The board of the Trans-Lux Corporation declared a dividend of 15 cents per share to be paid on Dec. 20 to holders of record on Dec. 13. . . . George J. Schaefer entered his "Day Of Triumph" in the Academy Award sweepstakes by booking it into the Bruin, Westwood, Cal., on Dec. 24. . . . A new short subject, "Rembrandt, Self-Portrait," was set as a companion-piece to the American premiere of DCA's "Hunters Of The Deep" at the Trans-Lux 60th Street on Dec. 16. . . . James L. Smith, president, Alliance Films Limited, announced the acquisition of the Canadian franchise for distribution of product made by Distributors Corporation of America.

William J. Heineman, United Artists vice-president in charge of distribution, announced that the world premiere of "Vera Cruz," first Superscope release, will be at the Capitol, New York, on Christmas Day. . . . Jack L. Warner, Warners executive producer, announced completion of a deal for world-wide presentation of Hall Bartlett Productions' "Unchained." . . . United Artists' "Romeo And Juliet" was selected by the New York City Association of Teachers of English to be shown to 1,200 teachers at the Museum of Natural History. . . . "Sunderin," Noel Meadow release, English-narrated film made in Germany, was set for its New York premiere at the World on Dec. 23. . . . Gary Cooper left New York on a southern tour on behalf of UA's "Vera Cruz" and will visit New Orleans, Houston, Tex., and Fort Worth, Tex.



# The International Scene . . . . .

## Canada

### High Music Fees Stir Exhib Opposition

TORONTO—If composers, authors, and publishers attempt to raise their tariff for the theatres for 1955-56, they will meet with some difficult opposition. This was the decision of the National Committee of Motion Picture Exhibitors Associations of Canada. Music royalty fees for motion picture theatres have remained the same for three years under an agreement between Capac and theatre operators.

Powerful legal support will be arranged and financial support has been promised by the NCMPEAC. The delegates felt that there was little reason why they should pay any fees for music contained in films for which they paid adequate rentals. The composers' claims should be made to the producers, not to the exhibitors, they emphasize.

Some 28 standard-type theatres have been opened since the beginning of the year with the recent opening of the 694-seat Tower, Yorkton, Sask. The new house is owned by Rothstein Theatres, which also operates the Roxy and the Crest Drive-In in Yorkton. With the construction of two drive-ins in Watrous, Sask., and a standard theatre in Moncton, N.B., underway, there are now 27 of the latter-type in various stages of work across the country. The number of drive-ins opened in Canada since the beginning of the year totals 43, according to a survey, with 225, all told, now in operation. It appears unlikely that the ozoners to bow in between now and the end of the year will bring the current total anywhere near the all-time record of 78, set in 1953. Now being planned are 25 four-wall theatres and nine drive-ins.

**CINE CHATTER**—The movie column in The Hamilton Spectator has been taken over by June Baker, replacing John Robinson, who is writing another column on the second front. . . . Al Hartshorn, manager, Regent, Oshawa, is scheduled



The English premiere of Paramount's "White Christmas" at the Plozo, London, recently attracted the crowd shown above. The theatre front is most impressive, hoisting VistoVision.

for another visit to the Hamilton Mountain Sanatorium. . . . The Granada, Hamilton, has been taken back from Twentieth Century Theatres by Famous Players, who plan renovations to be finished by Christmas. . . . Jule Allen, president, Theatre Holding Corporation, is in the Mount Sinai Hospital, Toronto, recovering from an illness. . . . Jack Proudlove, manager, Empress, Edmonton, died following a lengthy illness. . . . Imperial, Montreal, is the first house in Canada to be equipped with Cinerama. The house was leased from Famous Players with a year's option. . . . Seven houses of Odeon Theatres have been transferred from the supervision of Keith Wilson to that of Steve McManus. Wilson assumes management of the Odeon, Brampton. . . . New members of the Motion Picture Theatres Association of Ontario include the 400 Drive-In, Woodbridge, and the Kingsway, Islington. . . . Those attending the various sessions in connection with the annual meetings of the various motion picture organizations were invited to attend the special screenings of CinemaScope in the Fox screening room in Toronto. . . . Six films were placed in the adult category during October by the Ontario Board of Censors. . . . New movie columnist of The Telegram is Clyde Gilmour, well-

(Continued on page 33)



The newly elected crew for 1955 of the Variety Club of Canada, Tent 28, are shown above. Back row, left to right, convosmen J. J. Fitzgibbons, Jr., and Louis Dovidsan; William Summerville, Jr., immediate post chief borker; Manty Holl; George Altmon; and Herb Allen; and, front row, left to right, Rabbi Ruben Slonim, David Griesdarf, first ossistent chief barker; Harry S. Mandell, chief borker; Clare J. Appel, second ossistent chief borker; P. Johnstan, property master; and D. Krendel, daugh guy.

## Canadian Workshop Stresses TV, Films

MONTREAL—More than 300 representatives of film sponsors and producers, advertising agency personnel, and others who use motion picture or television from many widely separated parts of Canada and the United States were in Montreal last week at the Workshop being sponsored by Associated Screen Studios. This is the first workshop of its kind ever staged in Canada.

Lucio Agostini, Toronto, music director for Associated Screen Studios, and Gordon Sparling, director of production, presented a joint effort on music for motion pictures and the types best suited. Agostini noted that some producers often have their music recorded in the United States and took strong exception to this practice; he maintained that Canadian musicians were capable of doing a very competent job of musicianship, and the quality of their music could equal any to be found across the border. Sparling gave several demonstrations through the media of films in which music played a very important part.

Ray Cunningham, chief of the scenario department, Associated Screen Studios, outlined the many stages necessary in pre-planning the script for motion pictures or television.

Other speakers included Gentry Veal, New York, of Eastman Kodak. He discussed the importance of lighting contrast for films being produced in color as well as lighting effects of regular black and white films. The same theme was further developed by Charles W. Seagar. Neal Keehn, Kansas City, discussed production pre-planning.

Another session stressed television, both regular and color.

Dr. A. W. Trueman, National Film Board, discussed advantages of the anticipated move of the Board from Ottawa to Montreal.

Other speakers included Neal Keehn, vice-president in charge of services and founder, Calvin Workshop, Kansas City; George Oakley, Bell and Howell, Chicago, who gave a demonstration on 16mm. Filmorama; and Willard Z. Estey, Toronto, who spoke on the legal aspects of motion picture and television production.

In the next session, Gordon Sparling, director of production, Associated Screen, gave a demonstration of rear projection techniques. B. T. Parry, sound engineer, Westrex, New York, spoke on the future of magnetic recording and varied recording techniques. Walter Darling, chief sound engineer, Associated Screen News Studios, spoke on optical sound recording.

Another panel discussed the importance of the trade press in Canada's film industry. William J. Singleton, general manager, Associated Screen Studios, spoke of the future of color in feature and newsreel production.

An additional panel consisting of Keehn, Sparling and Leonard Gibbs, assistant director of production, Associated Screen, discussed the cost and production techniques in TV commercials.

At the conclusion of the Workshop's varied agenda, delegates were unanimous in their praise of the idea, expressing the hope that it becomes a regular feature.



There'll be no  
business like  
your business  
when you play  
the entertainment  
**CINEMASCOPE**  
was made for!





You'll be the proudest showman in  
this glorious music...this heartwa

*The greatest musical in*

ETHEL MERMAN

DONALD O'CONNOR

MARILYN MONROE

Aren't you glad  
you're equipped for  
**CINEMASCOPE!**

DARRY  
Irvin  
The  
P  
L

Produced by SOL C. SIEGEL • Directed by WALTER LANG

Screen Play by PHOEBE and HENRY EPHRON

From a Story by LAMAR TROTTI

Lyrics and Music by Irving Berlin

Dances and Musical Numbers Staged by Robert Alton

COLOR By DE LUXE

*In the Wonder of 4-Track, High-Fidelity, Directional STEREOPHONIC SOUND*



own when these wonderful stars...  
ing story...light up your screen!

entertainment history!



DAN DAILEY

JOHNNIE RAY

MITZI GAYNOR

CK presents  
erlin's  
s No  
iness  
Show  
siness

"It's a pleasure  
to do business  
with 20th!"





# U-I Executives See Another Banner Year

## Lipton And Muhl Outline Production Plans

Backed by a dazzling list of big name stars and a wealth of outstanding story properties, U-I's production program for the coming year will be the most potent in the company's history, Edward Muhl, vice-president in charge of production, said last week.

The company's 1955 schedule will duplicate numerically its 1954 program, but from the standpoint of star power, importance of stories, and production scope it will be the most imposing line-up of product ever undertaken by the studio, Muhl added.

Muhl pointed out that U-I already has acquired a number of outstanding story properties. In addition, in order to attract top stars, the studio plans to continue its policy of making a certain number of percentage deals.

About 75 per cent of the studio's 1955 schedule will be filmed in color, and studio executives are carefully watching developments on the various new camera processes so that they might take advantage of such processes when they feel that added scope would enhance story values.

Among the top budget films on the coming year's schedule are "Female On The Beach," starring Joan Crawford and Jeff Chandler; "Tacey," to star Anne Baxter, Rock Hudson, and Julie Adams; "So This Is Rio," in Technicolor, to star Tony Curtis, Gene Nelson, and Paul Gilbert; "All That Heaven Allows," teaming Jane Wyman and Rock Hudson, in Technicolor; "Song Of Norway," in color; "The Navy Gets Francis," with Donald O'Connor; "The Galileans," a Technicolor Biblical spectacle starring Jeff Chandler; "The Benny Goodman Story"; "Apache Agent," Technicolor western; "There's Always Tomorrow," starring Barbara Stanwyck; "Away All Boats," in Technicolor; "The Private War Of Major Benson," starring Charlton Heston; "The Life Of Charles Russell," Technicolor story of the old west; "New Heaven, New Earth"; and "Dead Man Pass."

### Promotion Emphasized

The largest pre-selling budget in the 40-odd year history of Universal-International has been allocated by the company to merchandise its 1955 releases, it was announced last week by David A. Lipton, vice-president. Lipton pointed out that

## Rackmil Predicts Year Of U-I Boxoffice Hits

Milton R. Rackmil, U-I president, said last week, "My goal in assuming the presidency . . . in 1952 was to keep the company in the forefront of the motion picture industry and to continue to advance its successful destinies. The past two years have not only seen the fullest realization of these dual aims, but each successive year has seen our company better its record-breaking performance of the previous year.

"Several weeks ago, to further insure the success of these two objectives, my associates and myself . . . acquired control of Decca Records through the purchase of a large block of the outstanding common stock. This means that the friendly management interests which have been at the helm of Decca since it acquired control of Universal have consolidated their position and can go forward with the plans we have developed for Universal.

"With the pictures we have set for release during the first four months of 1955 and with the pictures we have in production and in the blueprint stages on the planning boards, we are looking forward to another year of successive boxoffice hits which should further add to the splendid relationship which we at Universal feel we enjoy with our exhibitor customers all over the world, for our continued prosperity is their continued prosperity."

every possible publicity and advertising medium will be used to achieve complete penetration on both national and local levels.

Lipton stated, "Since this group of pictures represents the greatest variety in entertainment appeal ever delivered by the company, each campaign has been tailored with extreme care in order to reach the maximum audience for each type of picture.

"In addition to the normal pre-selling channels, we also are reaching into the more specialized magazine, television, and promotion fields with both publicity and advertising in order to create a real im-

(Continued on page 30)

## Blumberg And Daff Hail Industry Rise

Statement of N. J. Blumberg, U-I board chairman:

Now that the motion picture industry has once more settled down to expending its major efforts in producing films with the greatest possible boxoffice potentials inherent in their story appeal, star and production values, following this past year's emphasis on size, shape and dimensions, Universal is aiming its sights at another record year. It was no small accomplishment that during the past year of mechanical evolution in the motion picture industry, Universal's worldwide business soared to new heights, surpassing everything in its 40-odd year history. It was accomplished with pictures designed especially for the widest mass appeal.

Teamwork in Universal's worldwide family and with the world's exhibitors has been the keynote of the Universal success story and we aim to maintain this teamwork during 1955.

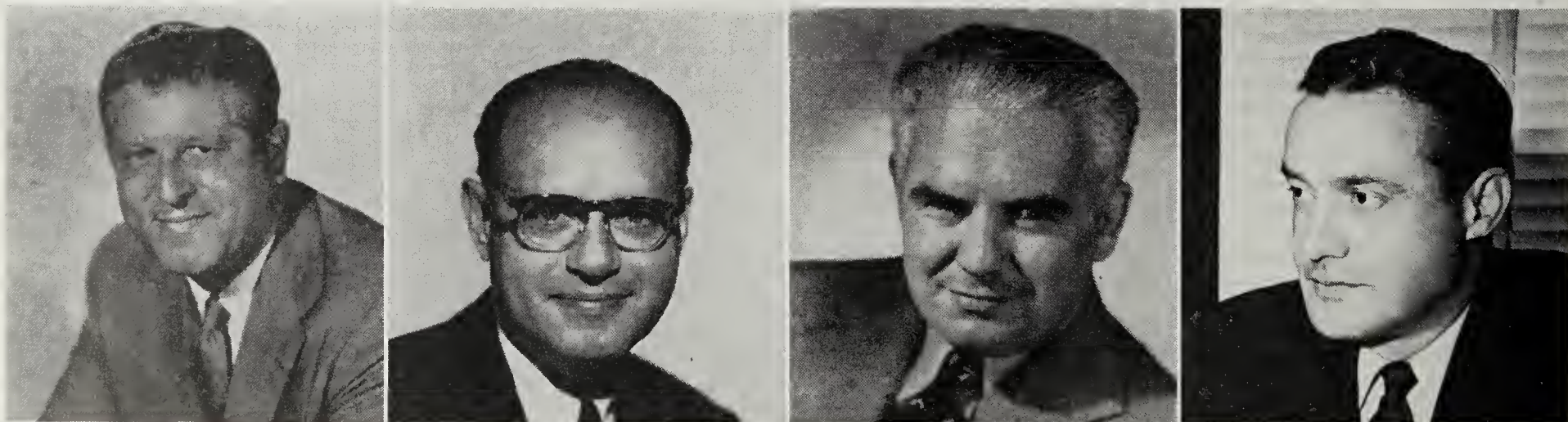
Statement of Al Daff, U-I executive vice-president:

The evolution of production during the past few years marked by changing patterns in distribution and exhibition throughout the world, has manifested itself at Universal in four successful record years of business.

We believe in all systems. We will produce in any system the exhibitor and public demand. We believe in all types of screens. But, basically, we believe in giving the public the best we can in subject matter, performance, and production value because we believe the motion picture audience buys its entertainment on the basis of these three vital factors, and they are influenced in the order indicated. They want entertaining stories, they want outstanding performances by personalities, and they want good production values which embrace directing and producing talent.

With these fundamentals in mind we planned our 1954-55 program which, I firmly believe, includes a greater number of outstanding attractions than any single releasing year in our company's history. We have not stinted cost, nor have we

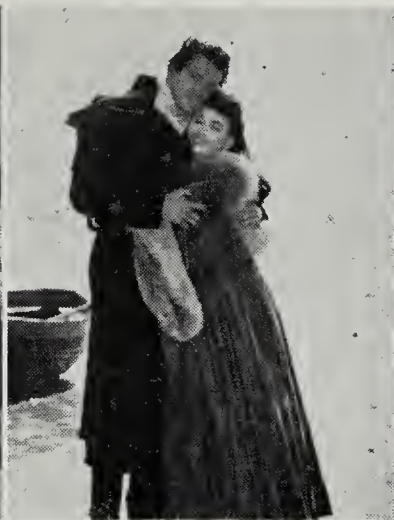
(Continued on page 30)



Seen, left to right, are some of the executives responsible for the success of U-I in the past few years, including Milton Rackmil, president; David

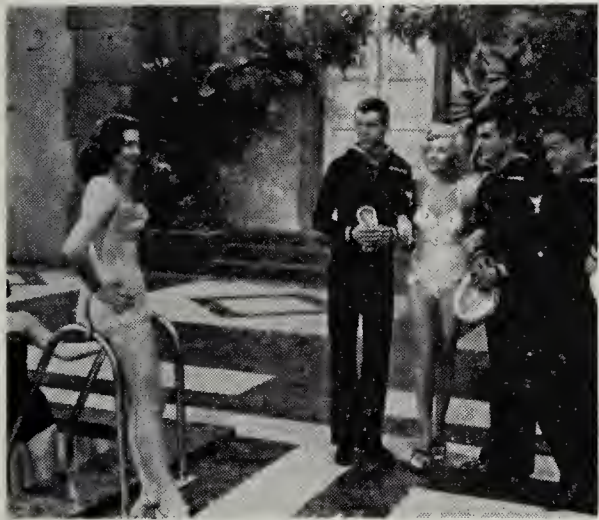
A. Lipton, vice-president; N. J. Blumberg, board chairman; and Edward Muhl, vice-president in charge of production, all optimistic over product.





Scenes from "Sign of the Pagan," CinemaScope and Technicolor, starring Jeff Chandler, Jack Palance, Ludmilla Tcherina, and Rita Gam; "Captain Lightfoot," CinemaScope and Technicolor, Rock Hudson and Barbara Rush;

"Chief Crazy Horse," Cinema-Scope and Technicolor, Victor Mature and Suzan Ball; and "West of Zanzibar," Technicolor, Anthony Steel and Sheila Sim. The latter is a J. Arthur Rank production, filmed in Africa.



"So This Is Paris," Technicolor  
Tony Curtis, Gene Nelson, Corrine Calvet



"Smoke Signal," Technicolor  
Dana Andrews, Piper Laurie



"Abbott And Costello Meet The Keystone Kops"  
Bud Abbott, Lou Costello, Lynn Bari



"Land Of Fury," Eastman Color  
Jack Hawkins, Glynis Johns



"Six Bridges To Cross"  
Tony Curtis, Julie Adams, George Nader



"The Far Country," Technicolor  
James Stewart, Ruth Roman, Corinne Calvet



"Man Without A Star," Technicolor  
Kirk Douglas, Jeanne Crain, William Cambell



"Destry," Technicolor  
Audie Murphy, Mari Blanchard, Lyle Bettger



"Ma And Pa Kettle At Waikiki"  
Marjorie Main, Percy Kilbride



## Lipton

(Continued from page 28)

pact on the infrequent as well as the frequent movie-goer."

Commenting on plans for specific pictures, Lipton pointed out that "Sign Of The Pagan" already is being pre-sold with national magazine advertising. This is being supplemented by the advance national newspaper campaign, now in progress, on Roger Fuller's book, "Sign Of The Pagan."

"So This Is Paris" is being launched with a tremendous campaign involving color advertising in 20 publications having an actual circulation in excess of 57,000,000.

"Six Bridges To Cross" will be pre-sold in a record-breaking advertising campaign which, for the first time in the company's history, will blanket the men's magazine field, utilizing a total of 11 "male-appeal" publications. Altogether, 20 publications will carry the advertising on this picture to a circulation exceeding 22,000,000 and an estimated readership of triple that figure.

U-I is backing up "The Far Country" with the most comprehensive use of color advertising on a local level ever attempted for a motion picture. Full color ads for this picture will appear in 184 Sunday and weekend newspapers in 177 cities and towns in the United States and Canada.

Preliminary planning on "Captain Lightfoot" calls for an extensive national magazine campaign that will include the majority of the women's magazines.

Important campaigns also have been planned for the J. Arthur Rank Organization's "West Of Zanzibar," the top-flight "Destry," and other films scheduled for release in the coming months.

"Having pictures based on important or fresh and unusual stories and presenting big name stars as well as new personalities, it is only consistent that we continue developing new pre-selling areas and ideas in order to fully exploit their boxoffice values," Lipton declared.

The company will expand still further its use of TV as a promotional medium, while continuing its wide use of radio exploitation.

Stars, featured players and special behind-the-scenes personalities, who have figured importantly in past promotional activities, will be used even more extensively in key and sub-key situations, where they will make TV and radio appearances in addition to participating in other promotional events.

Music also will play an important part in the campaigns on certain pictures. U-I has established a special department for handling music promotions. With several of the company's top personalities, including Jeff Chandler and Tony Curtis, now also recording for Decca, new avenues have been opened for exploiting pictures in which they appear. Title theme songs have been incorporated in the musical scores of several pictures.

As a part of the overall activities, there also will be an acceleration of U-I's national merchandise promotional tie-ups, according to Lipton. In this connection, greater emphasis will be given to the type of tieups which manufacturers are

## Saranac Lake Wins "Silver Chalice" Premiere

NEW YORK—The world premiere of Warners' "The Silver Chalice" has been won by Saranac Lake, New York, by leading the nation in the first three days of the Christmas Seal sale. The premiere will be held on Dec. 17, when a parade of film stars, headed by Art Linkletter, will visit the Adirondack Mountain community for a full-scale Hollywood premiere.

The Saranac Lake Society for the Control of Tuberculosis will act as host.

## Tennessee Showmen Favor Service Group

JACKSON, TENN.—Morton Tune, vice-president, TOA, proposed at a regional meeting of Tennessee Theatre Owners "that the association establish at once a service committee to handle grievances of all types, including those having to do with film rental." Tune indicated that the need for such a committee was imperative, because "if we don't do something soon, the film companies are going to be back in the theatre business. Such a committee," said Tune, "would have the weight of the state association behind it, and would be available to all members in good standing who file a legitimate complaint in writing."

At a second meeting in Memphis, Walter Morris, national director, TOA, called the formation of the exhibitor owned production-financing group proposed at the national convention of TOA, "one of the most positive steps taken by any organization to break the artificially created sellers market."

Stacy Wilhite, president, urged the Memphis exhibitors to unite against the threat from without, and George Gaughan, TOA field representative, discussed the threat of a state tax on admissions.

At the third meeting, held in Nashville, Alfred Starr, chairman of executive committee of TOA reviewed the recent developments at the national convention in Chicago and pointed out that distribution had spread two misconceptions, that only a big picture can make money and that there is no place left for the smaller theatres.

willing to develop on local levels in cooperation with local exhibitors. He added that the most important objective of all U-I showmanship effort is to deliver the most potent promotional point-of-sale impact in cooperation with local exhibitors.

As another assist to exhibitors, U-I will continue to augment its press book material with comprehensive promotion manuals designed to achieve the maximum results. The company also will continue to expand its field exploitation activities.

In commenting on U-I's designation as "the showmanship company," Lipton said, "We have earned this reputation on the basis of results over the past several years. It is our objective for the coming year to surpass everything we have done to date."

## Daff

(Continued from page 28)

wasted money. We believe we are getting more dollars on the screen today, and we will continue to maintain the over-all improvement in the quality and boxoffice value of our product demonstrated in the last few years.

Enthusiasm stimulates the mental processes and there is plenty of enthusiasm in all departments of the Universal organization for our 1955 program. This enthusiasm will be reflected in the advertising and promotion campaigns offered to our exhibitor customers who will find that each film will be backed with a campaign planned and designed to achieve outstanding business results.

General economic conditions throughout the world give every indication of maintaining the upbeat trend the industry experienced in 1954. The ambitious program we have planned for the coming year will provide the exhibitor with the product he requires to take full advantage of the improved market conditions in motion pictures.

## Company To Honor Feldman With 1955 Sales Drive

HOLLYWOOD—Stressing the theme that "big" pictures are those which can make "big" profits and reaffirming the company's policy of making all types of pictures for all types of theatres for all types of screens, U-I will launch a 17 weeks "Charles J. Feldman Annual Drive" on Jan. 3, 1955, and continuing through April 30, it was announced by Alfred E. Daff, executive vice-president, at last week's sessions of the current sales conference.

Thirteen pictures, most of which were screened for the sales and promotion executives, will be released during the four months of the drive period. They are being backed by a record advertising and promotion budget to accomplish the most comprehensive pre-selling job in U-I history.

More than \$36,000 will be distributed in prizes in the Feldman Sales Drive to the company's domestic division, district, branch, and office managers, salesmen, and bookers for the best billing results achieved. In addition, branch managers will vie for a "Man of the Week" award in the form of a special gift from one of the company's top stars, a highlight of the sales campaign.

## Four More Productions Added To Schedule

HOLLYWOOD—U-I will release four more pictures in 1955 than it did in '54, planning for a total of 32, it was revealed last week by Charles J. Feldman, general sales manager. Feldman made this announcement at the opening session of the company's week-long sales conference of production, distribution, and advertising-publicity heads.

Also addressing the opening session of the conference were Milton R. Rackmil, president; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; and David A. Lipton, vice-president, who all predicted that 1955 would be the greatest year that U-I ever had.





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Seriously concerned with combating tuberculosis in the Amusement Industry; with maintaining effective Research, Surgery and Medication; and with making this care and treatment available without charge to the patient.

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*- and a*  
**FRIEND IN NEED!**

This Christmas be sure to put your Will Rogers Memorial Hospital on your gift list—and give to the Christmas Salute. The patients now at the hospital, and those to come, will be everlastingly grateful to you. You will be helping to relieve their suffering, and the waste of human life from tuberculosis. You can't give a finer gift.

*fight* **TB**  
**IN AMUSEMENT INDUSTRY**  
Give to the Christmas Salute!

*Christmas* **SALUTE** *to Patients*

*Variety Clubs*

**WILL ROGERS MEMORIAL HOSPITAL**

*Saranac Lake*

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y.

Will Rogers Hospital gratefully acknowledges contribution of ad production by Columbia Pictures Corporation and of space by this publisher.



## Miscellaneous

### In The Newsreels

#### IN ALL FIVE:

U.S.A.: Guided missiles tested.

#### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 100)  
Australia: Maneuvers develop way to track "subs." Chicago: Iowa girl's steer wins livestock contest. Indo-China: Defy Red snipers to harvest rice. Seattle: Dog pound visited by Santa Claus. Dallas: Notre Dame trips SMU (except Philadelphia). Philadelphia: Southeast Catholic wins high school title (only Philadelphia).

NEWS OF THE DAY (Vol. XXVI, No. 230)  
Belgium: Tragic train wreck. New York: Iran's Shah and Queen welcomed. Holland: India's Premier Nehru sends baby elephant to Dutch kids. Dallas. Notre Dame trips SMU (except Philadelphia). Philadelphia: Southeast Catholic wins high school title (only Philadelphia). Hollywood: One-year-old baby a swim star.

PARAMOUNT NEWS (No. 33) Philadelphia: Food packages for needy in Europe, Africa, the Near and Far East and Latin America; Shipment of corn for Western Germany. New York: Korean vets home for holidays. France: Paris fur styles. New York: Iran's Shah and Queen welcomed. Washington: Prime Minister of Ceylon here. Italy: Pope's illness draws crowds to Vatican.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 628) Japan: U.S. trained jet wing takes to the air. New Orleans: Royal welcome for 3rd Division. Fort Benning, Ga.: Secretary Stevens bestows new honors on 3rd Division. Seattle: Dog pound visited by Santa Claus. Reno, Nev.: Homework for lady gamblers. Detroit: Lions tie Eagles. Philadelphia: Southeast Catholic wins high school title.

WARNER PATHE NEWS (Vol. 26, No. 35)  
New York: Iran's Shah and Queen welcomed. New York: Smartest electronic brain joins Navy. Italy: Pope's illness draws crowds to Vatican. Football: 1954 All-American close-up (except Philadelphia). Detroit: Lions tie Eagles (except Philadelphia). Pro Football: Browns, 34, Redskins, 14 (except Philadelphia). Philadelphia: Southeast Catholic wins high school title (Philadelphia only).

#### IN ALL FIVE:

England: Parliament pays tribute to Churchill.

#### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 99)  
Chicago: Dulles against blockade of China; Formosa pact set. Finland: Ships for Soviet navy. Malaya: Paratroops drop in jungle. England: Gales. Germany: Toys.

NEWS OF THE DAY (Vol. XXVI, No. 229)  
Washington: Senate upholds Watkins Committee; "condemns McCarthy." England: Gales. Tachen Island: Chiang repulses Red China attacks. Cambodia: Unique rowing contest.

PARAMOUNT NEWS (No. 32) Washington: Senate upholds Watkins Committee; "condemns" McCarthy. England: Gales. Oklahoma City University: Basketball gets a new lift.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 627) Korea: U.S. army's quartermaster's depot burns. Algeria: French troops search nationalist rebels in Aures

## Goldwyn, Jr., Enters Production; UA To Release First Feature

NEW YORK—Samuel Goldwyn, Jr., last week announced he has formed his own independent motion picture production company, and at the same time, it was announced by Arthur B. Krim, president, United Artists, that his company has signed a releasing deal for Goldwyn, Jr.'s first picture.

Goldwyn, Jr., has acquired three properties to be produced during 1955. They are "Sharkfighters," an original screen play by Jo and Art Napoleon based on an incident of Naval heroism in World War II; "Linnett Moore," based on a story by James Edward Grant which originally appeared in *The Country Gentlemen*; and "The Dancing Detective," a published story by Cornell Woolrich whose original story, "Rear Window," was filmed recently by Alfred Hitchcock.

## Konecuff

(Continued from page 6)

the name of the big epic is "The Conqueror," with John Wayne. Available through RKO, isn't it?

Our best, M.K.

**MAGAZINE NOTE:** Well, we won't have to go out and buy the December issue of *Reader's Digest*, thanks to 20th-Fox, who insisted on sending it to us along with a note to be sure and read the four-page piece by the late Peter Marshall, which is the lead article and a special Christmas sermon. The company, incidentally, is making a film called "A Man Called Peter," based on the life of Marshall.

If you exhibits will hold off buying your issue, Fox will send you one for nothing along with a note from Al Lichtman, director of distribution, calling attention to the article and the forthcoming film. Of course, this may only apply to customers of the company, so maybe you others better go out and buy your copies after all.

**THE METROPOLITAN SCENE:** James Mulvey, president, Samuel Goldwyn Productions, is serving as chairman, motion pictures division, Visiting Nurse Service fund raising campaign. The goal is \$425,000. . . . Bill Moclair, managing director, Roxy, is back from confabs on the west coast and a look-see of forthcoming 20th-Fox product booked at the theatre. Very impressive, says he. . . . Kirk Douglas was making the rounds on TV and radio to plug the sale of Christmas Seals for TB as well as "20,000 Leagues Under The Sea" for Disney. . . . National

Mountains. Holland: Three of a kind. New York: Cleveland pro gridders squelch Giants. Crescent City, Cal.: Homemade homicide.

WARNER PATHE NEWS (Vol. 26, No. 34)  
Washington: Senate upholds Watkins Committee; "condemns" McCarthy. Washington: Voice of America in new home. Hollywood: Montgomery sees moviemaking. Hollywood: Doris Day joins marines in toy drive. New York: Cleveland pro gridders squelch Giants.

## DCA Stockholders Include Top Exhibs

NEW YORK—Distributors Corporation of America stockholders own 1,000,000 theatre seats and operate 1,005 theatres scattered throughout the country, Fred J. Schwartz, president, declared last week at a press conference.

Schwartz announced that the first offering of \$1,000,000 of preferred DCA stock has been completely sold to exhibitors.

The list of stockholders revealed that practically every major exhibitor not barred by consent decrees was represented.

Schwartz said that "exhibitor stockholders will not have any preemptive right to DCA products by virtue of such stockholding. Their active interest in Distributors Corporation of America underscores their concern with quality products."

The stock completely subscribed immediately upon being offered was 10,000 shares of cumulative preferred stock at a par value of \$100 per share. Schwartz outlined production plans of DCA totaling 12 million dollars earmarked for production and distribution.

The financial set-up shows \$1,000,000 in equity; \$3,000,000 (estimated), from European co-producers; \$4,000,000 in bank financing; \$1,000,000 in deferments; \$2,000,000 by virtue of rotating the funds in individual pictures; and additional equity interests of \$1,000,000.

Broadcasting Company saluted the American Society of Composers, Authors, and Publishers (ASCAP) via an hour-long show. . . . The Museum of Modern Art is going in for film shows for youngsters at Christmas-time in opposition to local theatres with two Walt Disney cartoons (oldies), one from Leon Schlesinger (1944), a Warner short (1941), and other subjects drawn from their library. . . . Incidentally, a program of request features of years back is in effect right now for adults, with such personalities as Valentino, Garbo, Chaplin, the Marx Brothers, Fairbanks, Sr., Harold Lloyd, Robert Benchley, Joan Crawford, etc. . . . The NBC Film Exchange, which ships 3,500 prints a week to TV stations throughout the world is being housed in Englewood Cliffs, N. J., next year, as will all other operations pertaining to film. Thirty-two employees will operate. . . . Rouben Mamoulian, in town making preparations for the filming of "Carmen" in Spain in the spring, addressed the NYU classes of Professor Robert Gessner on "Art And The Motion Picture." . . . A tremendous promotion kit is out on the tie-up between 20th-Fox and Natlynn Dresses with 5,000 retail outlets to receive same for effective use during the release of the film. . . . Okeh pressbooks are out on "Twist Of Fate" and "Black Widow." . . . High school and college editors were at a special screening of "Aida." . . . "Glass Houses," three reeler on juvenile delinquency by David Kay, is endorsed by Arthur De Bra, director, MPA community relations department. It's a "first" for a short, we are told. Noel Meadow releases in 35mm. and Tom Brandon in 16mm. . . . Two deluxe pressbooks are out on "Sign Of The Pagan" (24 pages) and "Desiree" (28 pages).



## The International Scene

(Continued from page 24)

known for his work on the CBC, and Maclean's Magazines. Ken Johnson is to become amusement page editor. . . . Jack Boddam, Toronto, was appointed manager, National Theatre Services' Towne Cinema, Ottawa, following the resignation of Ron Wedgwood to become manager, Rialto, Ottawa. . . . Theatreman Mayor A. W. Shackelford, Lethbridge, Alta., has been unanimously reelected to a sixth term. . . . Among the interesting speakers at the Film Workshop of Associated Screen News is Willard Z. Estey, Toronto, well-known lawyer, speaking on the legal aspects of motion picture and TV production. . . . Local 440 of the IA, meeting annually in Saint John, N.B., heard James A. Whitebone, business agent and charter member, review the history of the branch. Another charter member, W. P. Scott, also spoke. . . . Halifax Odeon district manager D. W. Smith has promoted Albert (Slim) Tomes to the management of the Garrick, Halifax, and Ted Nobles, who Tomes succeeds, has been transferred to the Casino as house manager. . . . Leading speaker in Toronto during the celebration of the 80th birthday of Winston Churchill was L. W. Brockington, president, Odeon Theatres (Canada) Ltd., speaking on a national radio network.

—HARRY ALLEN, JR.

## England

In London, the Board of Trade gave its formal approval to the extension of the



At a recent Warners sales meeting in Mexico City, Mexico, a new sales policy of marketing each picture individually on its merits, after it has been screened locally in each territory was decided upon. Among those present were, left to right, Ary Lima, Atlantic division manager; Peter Colli, Caribbean division manager; Sam Schneider, vice-president, Warners; Karl Macdonald, vice-president, Warner International, in charge of Latin American sales; Wolfe Cohen, president, Warner International; Armando Trucies, manager, Pacific division; and John J. Glynn, company vice-president and treasurer.

Eady Plan as modified to Oct. 24, 1957. The extension had previously been approved by the four British trade organizations. Sir Harold Burton, chairman of the production fund, is now in a position to resume payments to producers, who have received nothing since Aug. 1. Changes in the Eady agreement include a new clause barring producers of films primarily for TV from participating in the fund.

## Italy

In Rome, negotiations were under way to procure 60 per cent in remittances over the \$4,500,000 yearly "ceiling," a meeting

of the MPEA was told. The projected settlement, initiated in talks conducted by MPEA president Eric Johnston, would end the controversy over the so-called "ceiling" in remittances. Currently representing the MPEA in talks with Italian officials is Eugene Van Dee, Italian MPEA representative.

## Japan

"This Is Cinerama" will be presented by Robin International at the Imperial, Tokyo, on Jan. 1, 1955, and at the OS, Osaka, built specially to house the presentation, on Jan. 22, 1955. A narration in Japanese replaces the voice of Lowell Thomas.

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## Chicago Newspaper Ballys Top Pictures

CHICAGO—A new midweek movie page feature introduced by The Chicago American at the behest of the Balaban and Katz press staff is proving its worth to exhibitors and the industry institutionally. It points up in the most tangible way the continued improvement in product.

Feature is a layout of scenes from current releases captioned, "Top Films On Local Screens—The Week's Best Recommended by Ann Marsters." This is spread over five and six columns atop the movie page each Wednesday.

Only motion pictures considered meritorious in the impartial judgment of Miss Marsters, veteran critic, are recommended, and it is indicative of the improvement of product that most pictures receive this salute.

Through its amusement editor, William Carroll, The Chicago American has always exhibited an understanding of the industry's problems as well as a willingness to help. When it was pointed out that this new midweek feature would best create a public awareness of product improvement, the newspaper readily co-operated.

Where there is a limited number of first-run films to use in this feature, Miss Marsters uses scenes from recommended films in current neighborhood release. In this way both first-run and subsequent release houses benefit.

In Chicago it is the practice of the B & K press staff to consider the industry's overall public relations needs in its continuous contact with the newspapers. It has been found that much can be accomplished to mutual advantage on this basis. The objective is the same, to build the readership of the movie page.

## Shirt Ads Plug UA Films

NEW YORK—An important national magazine co-op ad program featuring four of United Artists forthcoming productions has been set in many top-circulation publications with Van Heusen Shirt company, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

The series of full-page ads in five-colors and black-and-white will spotlight "The Night Of The Hunter," "The Kentuckian," "Not As A Stranger," and "Vera Cruz" in Life, Esquire, Time, and The Saturday Evening Post to a combined readership of more than 69,000,000 in the United States and Canada.



The hats of "Desiree" are set off in this handsome Fifth Avenue, New York City, window display arranged by B. Altman as part of a promotion linked to the Roxy engagement of the 20th-Fox production. The line of women's hats, by Sally Victor, are one of a group of high fashion styles inspired by the period film.

## The Premiere's All Wet

HOLLYWOOD—Howard Hughes will present a most unique world premiere when his new RKO film, "Underwater!", makes its debut late in January at Silver Springs, Fla., it was disclosed last week.

"Underwater!" will actually be shown underwater to a select audience of Hollywood and New York press and stars who will view the film while sitting comfortably in chairs 20-feet beneath the surface of the warm and crystal clear waters of the Famous Florida spa.

At the underwater premiere, the audience will wear aqualungs and can stay underwater, in perfect comfort, gently caressed by the warm water for hours.

Two TWA Super-Constellations will transport the premiere audience from Hollywood and New York, respectively, to Silver Springs. For those in the audience who prefer to remain dry, but who wish to attend the underwater premiere, six electrically-driven submarines, equipped with large portholes, will be available, it was said. The Technicolor film in Superscope features Jane Russell, Richard Egan and Gilbert Roland.



Charlie Zinn, manager, Radio City, Minneapolis, recently set up a palm reader in the lobby as bally for UA's "The Barefoot Contessa." She not only gave patrons a free peek into the future; but proved an attention-getting feature as well.

## "Romeo And Juliet" Gets Huge Campaign

NEW YORK—An important series of national co-op promotions backed by strong magazine and newspaper ads has been set in behalf of "Romeo and Juliet," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists.

Art carved wedding rings will kick off the campaign spotlighting the internationally-honored screen drama with full-page ads in Look and Seventeen carrying strong "Romeo and Juliet" credits. Thousands of retail dealers throughout the country will hypo the promotion with attractive counter and window displays.

Miriam Modes, manufacturers of nationally retailed wedding gowns, is sponsoring a "Romeo and Juliet" contest that will award 10 complete brides' and bridesmaids' ensembles to the top contestants.

The competition, which will run for six months on a schedule coordinated with local playdates, provides a strong plug for newspaper and radio-TV publicity and store tieups.

Bear and Beards will boom "Romeo and Juliet" with a slate of dealer-sponsored newspaper ads featuring their special jacket and jeweled scarf inspired by the film.

The big-scale promotion will be carried into toy stores with Madame Alexander's specially-designed "Romeo and Juliet" dolls. The specially packaged dolls will carry picture credits on the box.

Six thousand florist shops will tie into the Teleflora wired delivery service promotion with window streamers and window displays featuring scene stills and local playdate announcements.

Palter De Liso shoes, Betmar hats, and Calderon belts will pitch "Romeo and Juliet" to millions of women shoppers with displays of their "Romeo and Juliet" lines spotted in important shoe stores, women's apparel stores, millinery shops and department stores.



Sam Levin, center, manager, Roosevelt, Chicago, recently sent these sweater girls on a tandem bike tour of the Loop district to carry news of the opening of UA's "Suddenly." The eye-catching stunt made pitch with copy on the backs.

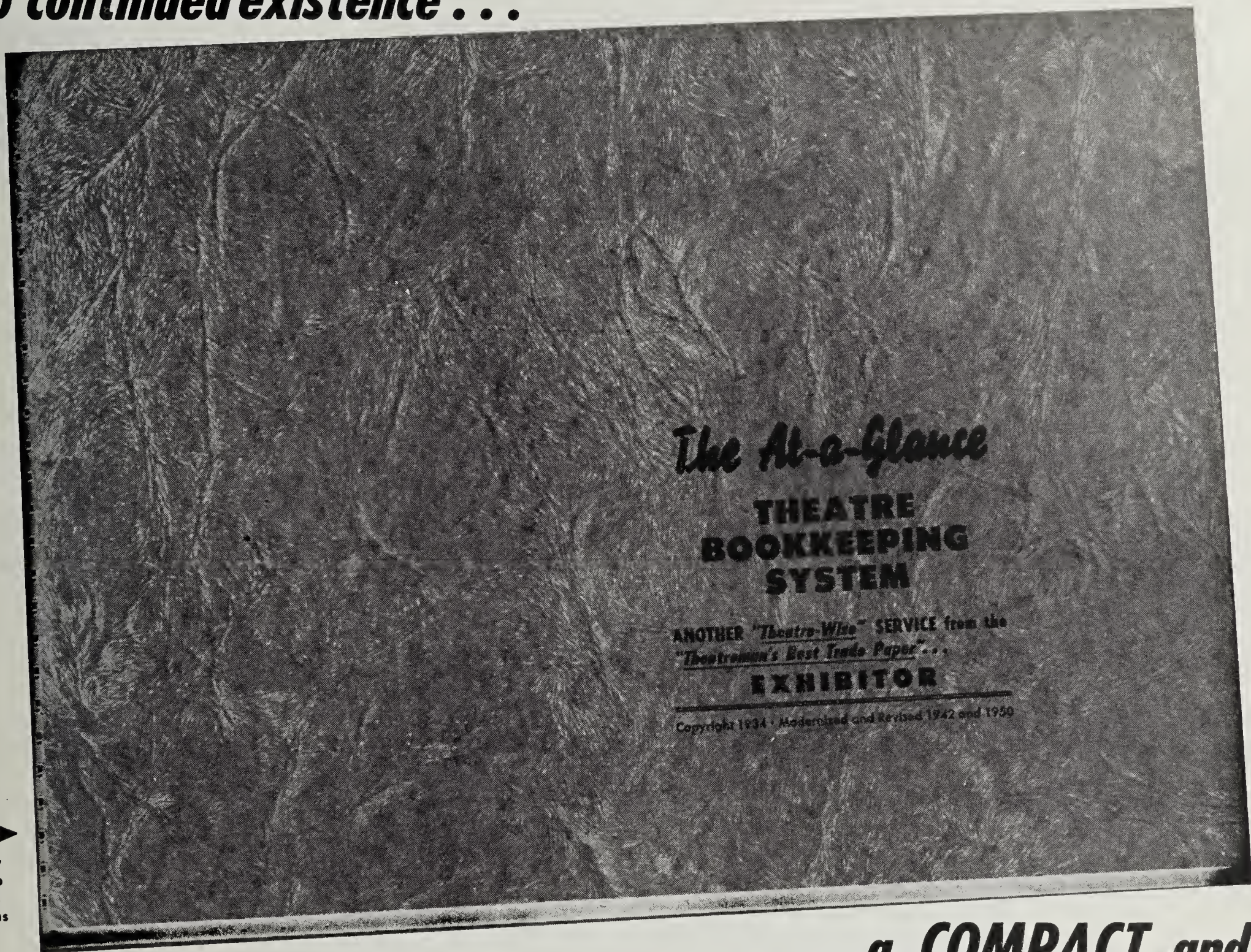
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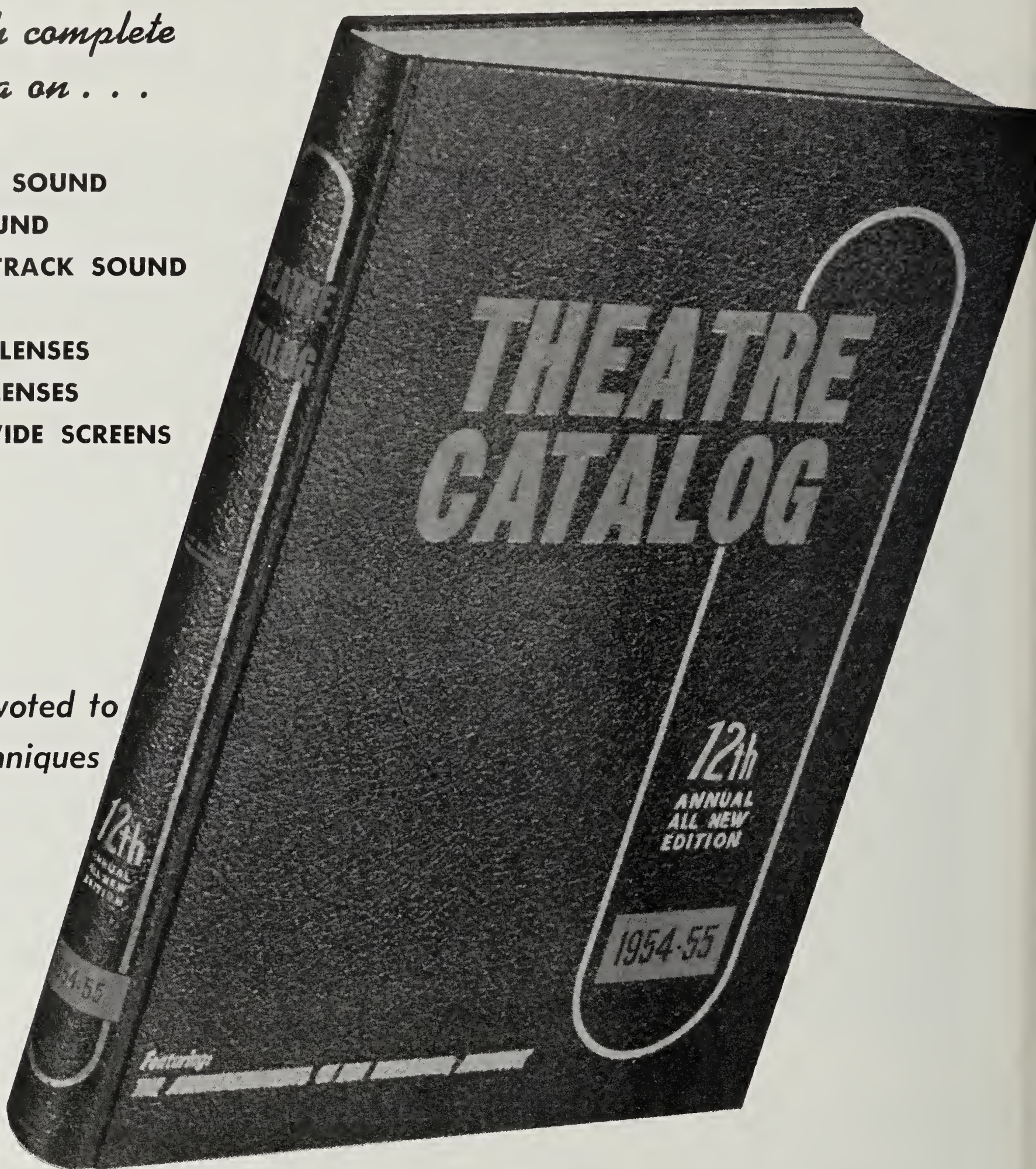


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# CANDYDLY SPEAKING

THE SUCCESS recently encountered by theatre concessionaires with higher priced candy items is further proof, if any were needed, of the importance of candy in extra profits operation.

TEN CENTS spent by a patron for candy means more to theatre operators than the same amount spent for soft drinks at the nearby vending machine. For this reason, efficient operation of the candy stand is a must.

IT HAS been proven that those items prominently displayed in a favorable central location on the stand tend to move faster since concession purchases in theatres are acts of impulse performed by persons who, after all, have come to see the show. For this reason, concessionaires have found it paid to prominently display higher priced items, relegating the nickel bars, carried primarily as a service to patrons, to the bottom shelves.

THEATREGOERS have repeatedly shown preference for name brands, and consequently the wise exhibitor will give such popular items "seats of honor" at his candy stand. It is also wise not to have products of a similar nature in competition in the same price bracket, but rather to concentrate on one brand, perhaps carrying the other in a lower priced version.

ANOTHER problem confronting theatre-men is pilferage. It has been found that careful supervision can hold such loss down to between one-tenth and one-half of one per cent in conventional houses and slightly higher in outdoor houses. Any loss greater than this could be caused by careless change-making or dishonesty on the part of the staff.

—AL ERLICK.

This semi-circular, open counter recently created by Thomas Knowles, manager, Variety, Miami Beach, Fla., has been found to increase sales since the candy displayed is made more accessible to prospective customers. As a unit display it was also found to be a room-saver, not taking up as much space and yet having more room for attractive and neat featuring of all items. It will be noted that the compact arrangement makes for easy serving of the popcorn at one end and ice cream from the refrigeration cabinet.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION



## Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION  
Dedicated to serving the popcorn and concession industries.

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you  
can**

*keep the change*

What's left after customers buy their tickets at your box office? Coins to jingle in their pockets... or extra profits to show in your ledger? It all depends on you. Theater patrons have proved from coast to coast that they enjoy delicious Coca-Cola when they come to see the show. It will pay you... handsomely... to make Coke available in your house. For details on a variety of vending equipment, write The Coca-Cola Company, P.O. Box 1734, Atlanta, Georgia.





# Interesting New Ideas In Soft Drink Dispensing

By Mel Rapp  
Executive Vice-President  
APCO, Inc.



MEL RAPP

I certainly appreciate the opportunity to outline some new ideas in automatic soft drink cup dispensing equipment—ideas that have been proven at the box-office—and also to discuss the very basic requirements in connection with that type of equipment.

To begin with, movie attendance figures in our country are conservatively estimated at better than 50 million people weekly; and, if we accept a trade estimate that one out of every five theatre patrons purchases a soft drink, we then get a very graphic picture of the vast potential that automatic soft drink cup dispensers can tap.

These drink vendors have become a cinema fixture because of their profitable contribution to your concession earnings. There is nothing unusual about this since people who go out to be entertained are in the mood for refreshment; and a soft drink adds that much more to their enjoyment. Now, with these figures as evidence of the vast market for the sale of soft drinks which you have available—any proven ideas and facts in connection with this type of automatic vending equipment which can increase your soft drink sales volume should prove of interest to all of you.

The modern soft drink cup dispenser can increase your present sales volume from 20 to as high as 75 per cent over older type equipment, and more important, along with this gain in volume they can increase your average cents per person from a normal 1.4 per patron to as high as 2.6 and in some cases as much as three cents per patron. While it is difficult to pinpoint any one feature of the present day machine as being the actual reason responsible for these increases, I will try to outline several important proven features which started as ideas; but, today, must be a part of any dispenser.

The average soft drink sold in any theatre falls into the category of an impulse type sale, and this makes it mandatory for the machine to have "eye-appeal" in order to promote "buy-appeal." A modern soft drink cup dispenser must "merchandise" the drinks it sells. It should have a large attractive interior illuminated plastic display that is an actual part of the front of the machine's cabinet. All of the flavor strips which list the vendor's "beverage menu" should be illuminated. If the cup dispenser can generate enough "merchandising" pull to bring your customer to the machine for a drink, you then will have accomplished this first and most important step in the sale.

The next important idea and fact is that the modern dispenser must have complete selectivity. We all know that one patron may have a preference for a cola drink, while the next person may like orange. If you have a cup dispenser that will cater to all flavor tastes, you assure yourself of not losing any sales. Today's modern six and eight drink cup dispensers offer a complete selection of drinks to please every taste preference.

In line with this same thought a great many people, especially in the older age groups, prefer a non-carbonated drink. You must make this type of drink available unless you want to lose those sales.

The modern soft drink cup dispenser sells both types of drinks, and it is designed to use one syrup to vend both carbonated and non-carbonated versions of the same drink. To add a note of showmanship in merchandising, the non-carbonated beverage is generally given a different name. For example: the carbonated version using grape syrup is called grape, while the non-carbonated version (using the same grape syrup) is called burgundy.

We now come to another proven and sound idea—one which applies primarily to the larger movie houses. It is estimated that approximately 70 per cent of all soft drinks in the theatres are sold directly after the picture "break." The modern soft drink cup dispenser has a drink delivery cycle of approximately five seconds after the insertion of the coin. This time cycle is geared to serve drinks fast enough to take care of peak loads in the average size house.

However, in the larger theatres, it has been found that it is advantageous to be able to serve two patrons at the same time. Our industry has developed a soft drink cup vendor which is, in effect, two machines in one, having two cup chambers, two changemakers, two complete cup mechanisms. Aside from the compressor and syrup tanks, it more or less embodies two complete units taking up much less floor space than two machines would normally occupy. It also presents a substantial saving as compared to the cost of purchasing two complete dispensers.

During the past year our industry also made available smaller capacity selective type soft drink cup dispensers which were junior versions of the larger equipment, and these machines were priced well under \$1,000. These smaller and less ex-

pensive units have been used very successfully in movie houses which, because of their size, did not warrant a larger capital investment in the bigger vendors of drinks.

Among some of the interesting cup vending trends developing in the theatre is a growing tendency to use more than one machine in the larger houses. By placing a second unit in the mezzanine or balcony, patrons who might not otherwise walk down stairs to the lobby machine, find drink service readily available right where they are.

Soft drink cup dispensers have also begun to put in their appearance at some drive-in theatres. In these outdoor sites they relieve congestion at the concession counter during the "rush" intermission periods, when most refreshments are sold.

In speaking of any soft drink cup dispensers, it must be emphasized that the machine like any mechanical device, must be efficient. It must be designed to serve heavy traffic speedily during the picture breaks.

For this reason, I have always said that there are three important factors to look for in any soft drink cup dispenser from a mechanical standpoint. First, the drink must be served well carbonated at approximately 3½ volumes of carbonation. In the non-carbonated drink, the drink should have approximately one-half to one volume of carbonation, the same as the non-carbonated bottled beverages. Secondly, the drink must be dispensed at the proper temperature of between 37 and 39 degrees, and, finally, the unit must be as service-free and simple in operation as it is possible to procure in a drink dispenser.

Another very new and novel development which has not been location tested as yet is the use of a combination coffee, hot chocolate and soft drink dispenser. This new piece of equipment is now available in a small compact portable model at a substantial savings as compared to the cost of a coffee and soft drink dispenser. It is a well known fact that when moviegoers leave a picture show, a great majority will stop at a nearby snack shop for a cup of coffee, hot chocolate, sandwich, or some sort of snack. If the theatre has a lounge large enough for this purpose, isn't it reasonable to assume that the moviegoer would enjoy having a delicious hot chocolate, or a cup of coffee, and possibly some cookies or pastry or a sandwich made available through vending machines, rather than having to stop off at some snack shop and wait for table service—after leaving the theatre?

If this test, which is due to be made within the next 30 to 45 days, proves successful, you can appreciate the market which would be opened up to you concessionaires for an average sale of from 25 cents to as high as 50 cents per person—sales producing a profit which could very easily amount to much more than your present soft drink concession earnings.

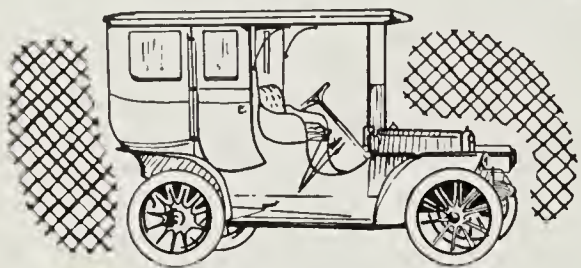


# State By State Study Indicates Favorable Outlook For Popcorn

by C. E. Burkhead  
U. S. Department of Agriculture

This year has been an unusual crop year for all crops. Conditions have ranged from the best one could expect to perhaps the poorest that one could expect, because of the drought in large portions of this country. In some areas of the eastern Corn Belt, particularly Ohio and Illinois, some popcorn growers produced the best yields in their lives; others in the drought areas had complete failures.

## WOULD YOU...



drive a car like this?

## THEN WHY...



be satisfied with this?

You wouldn't think of driving a 1908 model car. Your better judgment tells you that it would be false economy. By the same reasoning it is false economy to try and operate an old popcorn machine. An old machine will actually cost you money to operate due to lost popping volume . . . decrease your profits. A check on your equipment will show you that you are not getting full popping profits from an outdated machine.

Here's your opportunity to trade your old machine in on a new Manley Aristocrat . . . and what a trade! Manley wants to prove to you the way to greater popcorn profits is a new machine. We'll give you an exceptionally good trade-in on your old machine . . . regardless of condition. Now's the time to act! Write Manley direct or contact your Manley representative for full details.

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greater popping volume  
. . . increased profits.  
Get the whole story . . .  
check into this trade-in  
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Such conditions as that make it unusually difficult to size up a crop like popcorn, which is grown over such widely scattered areas.

OHIO expects a good crop this year; conditions have been favorable in the popcorn producing areas and some growers expect record yields. Quality is expected to be good. Production may be only slightly below 1953.

INDIANA will probably produce only about half as much popcorn as last year. The acreage is down drastically, but yields are close to normal. Most of the reduction is due to less acreage than last year.

ILLINOIS production is also only about half as much as last year. Drought hit southern Illinois, as most of you know, but it appears that the popcorn areas there—due to some freakish developments—had a pretty good season. Quality is not so good because of mould, worm damage, and poorly filled ears.

MICHIGAN is a small producer, but seems to have good prospects this year in terms of both acreage and yield per acre. Michigan may produce fully as much popcorn as last year.

IOWA has a fair to good crop. Acreage is probably 10 per cent below last year but yields have held up well. The southwest districts were hit by drought but the west central district seems to have had the breaks. All in all about a fifth below last year!

MISSOURI was hard hit by drought this year, but in the northwest part of the State, where most of the popcorn is grown, prospects are fair to good. The yield per acre is rather low and acreage is down, yet it appears that Missouri has come through with a fair sized crop—more than half as much as in 1953.

IN NEBRASKA, acreage is probably one-third or more below last year. Yield per acre will probably not be much different yet total production is far below 1953—probably a third or more below.

KANSAS is a rather small producing state and with both acreage and yield per acre

down from last year, production probably may not be much more than half of last year.

THE KENTUCKY crop is a disappointment. Kentucky ranked fourth in production last year; it appears that it will rank seventh or eighth this year. Kentucky was hard hit by drought in most areas. Acreage is down drastically, less than half last year. Yields are also down, so I do not expect more than 10 to 12 million pounds in Kentucky this year.

OKLAHOMA was also hard hit by drought which wiped out most of the acreage, particularly late planted corn. There is hardly enough popcorn in Oklahoma to worry about.

TEXAS is so large that it is difficult to round up a small crop like popcorn. However, it appears that production may be down at least a fourth from last year.

Now there are a few other states for which we do not estimate popcorn, such as Colorado, Idaho, Maryland, Tennessee, and some others. It appears that these so-called outlying states had some tough breaks this year. The acreage is down in all of these states so I don't expect more than 8 to 10 million pounds in 1954.

Prices to farmers are running from \$40 to \$60 a ton in the ear with the average probably running around \$2.50 per hundred pounds. Of course, these prices vary considerably based on local demand, buyer interest, and quality of the corn.

Of course, you people know more about farm carry-over than I, but it appears that old popcorn on farms is about nil.

From the information we have it appears that most processors are carrying much larger stocks of old popcorn than is normally carried into a new crop season. We have estimates that processors are carrying over from 20 to 30 per cent of the 1953 popcorn crop. I cannot vouch for the accuracy of this information, but I am passing it on to you for whatever it may be worth. Here again, carry-over, no doubt, varies by regions and, of course, from processor to processor.

I gather that demand for popcorn is fairly good. We definitely know that the 1954 crop is going to be down. But with an increase in population and the big drives you people are putting on all over the country, the demand for popcorn is certainly going to strengthen.

Population from 1910 to 1935 increased about 35 million people, but you will note

(Continued on page EP-6)



Some of the newly elected officers and directors of International Popcorn Association are seen above, seated, left to right, Thomas J. Sullivan, executive vice-president and legal counsel; A. J. Villiesse, vice-president; Bert Nathan, president; J. J. Fitzgibbons, Jr., chairman, board of directors; and S. T. Jacobson; and, standing, left to right, Clarence Miller, John Katsalis, second vice-president; Lee Koken, Augie J. Schmitt, Harry Lazear, and Robert Pelton. IPA participated in the combined Chicago meet.



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Let This Label,  
Label You

Consistent National Advertising  
Assures Consumer Appreciation For—



**ORDER TODAY** A local Canada Dry Representative is ready to serve you



## Popcorn

(Continued from page EP-4)

that popcorn production changed very little. That must have been in the days before the popcorn trade began to push popcorn. You will notice that a sharp increase occurred in popcorn production beginning about 1935. I think that line will continue to climb and I will stick my neck out and say that if all goes well, in about 1965, popcorn production and popcorn consumption could well be close to 400 million pounds. Right now, we are under the 300 million pound level.

Frankly, I think you folks, or at least most of you, already have one or more answers to the \$64 question. I understand that there are various estimates of the 1954 popcorn production floating around, ranging from 160 to 200 million pounds this year. I do not know who is responsible for those estimates, but frankly I have a healthy respect for them.

Based on my own personal, unofficial opinion, popcorn production in the 11 states for which estimates are prepared may range between 175 and 195 million pounds. If we include Colorado, Idaho, Maryland, and Tennessee, it appears that the 1954 outturn may be from 185 to 200 million pounds.

Assuming that production falls within this range and adding on a sizeable carry-over total, supply for 1954-55 should not be much more than demand, leaving a minimum for carry-over next fall. These conditions should create a favorable price situation to the popcorn grower.

## Stay Alive Program Asks That Last Drink Be Coffee

NEW YORK—It is known that every year, during the Christmas-New Year holidays, hundreds of people lose their lives in automobile accidents. According to safety authorities, many of these deaths are due to people who insist on driving their cars after more than moderate drinking at holiday festivities.

For the past five years, the Pan-American Coffee Bureau and many safety organizations have cooperated in a holiday highway safety campaign developed around the theme, "Make that 'one for the road' coffee."

Safety groups backing the campaign have included the American Automobile Association, the American Association of Motor Vehicles Administrators, the Greater New York Safety Council, and the Maryland Traffic Safety Commission. The campaign has had the sanction of leading medical authorities, and it has been endorsed by state governors in their holiday safety proclamations.

If you would like to add your support to this program as a public service, the Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y., will be glad to provide at no charge a slide for showing on your screen during the holiday season that features this safety message: "Safety First! At Holiday Celebrations, Make Your 'One For The Road' Coffee."

## New "Mist" Drink Dispenser Developed

MINNEAPOLIS—The development of a new type dispensing machine known as the Mist-Master for a really new type of drink has been announced by the designer, H. A. Bruntjen Company.

The drink itself is developed from a concentrate, properly diluted with water, contained in an agitated and refrigerated chamber atop the machine. As this concentrate is dispensed it is aerated, producing a full-bodied, creamy drink with the natural fruit flavor and high in vitamin content. The drink currently distributed is Orange-Mist, although in the development stage are mist drinks from several of the major fruits, grape, lime, etc.

The concentrate, packaged for easy handling and distribution, is produced for the Bruntjen Company by one of the finest fruit processing companies in the nation.

An attractive, turning, double-faced and lighted kodachrome sign on the machine constantly attracts attention wherever the machine is located and helps to boost consumer sales.

H. A. Bruntjen and C. H. Breckenridge, Des Moines, Iowa, have formed a separate corporation which will handle all theatre outlets. Breckenridge is president.

## Chocolate Nut Wheels Bow

CHICAGO—Cook Chocolate Company recently introduced Pecan Milk Chocolate Nut Wheels, believed to be the only pecan chocolate nut bar on the market. Also available are milk chocolate nut wheels in almond, filbert, and cashew.

"My, that popcorn smells good...  
let's go back and get some!"

**ONLY**

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**WITH BUTTERLIKE FLAVOR AND AROMA -  
BRINGS 'EM BACK EVERY TIME!**

Check the  
plusses  
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the only popping oil with a real butter-like flavor  
measures more accurately  
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ONE GALLON  
27 LBS.

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LIQUID  
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**Made of American Ingredients—Always Available!**

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Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

**POPPING OIL SPECIALISTS TO THE NATION**

## EXTRA PROFITS

Vol. 9, No. 10 December 15, 1954

Associate Editor, Al Erlick

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9075 West Pico Boulevard, Los Angeles, Calif.

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## NEWS OF THE

## Territory

BRANCHES  
Atlanta

A son, William Henry, 3rd, was born to the wife of W. H. McKenzie, Jr., sales manager, Queen Feature Service, Birmingham, Ala. . . . Henry King, one of Hollywood's leading directors, was in.

Byron Adams, manager, United Artists; Oscar Howell, Capital City Supply Company; and Bob Moscow were back after a trip to Jacksonville. . . . Elizabeth Hicks and Elizabeth Wallace, National Screen Service, checked in after a vacation spent in Florida.

The employees of United Artists entertained Lynda Burnett, booker, at a birthday luncheon at the Atlanta Variety Club. . . . Back after a vacation in New York was Jack Weiner, MGM exploiter. . . . Helen Taylor, secretary to office manager, MGM, was at home after a spell at the hospital.

In for a visit were E. D. Martin, Martin Theatres, Columbus, Ga.; Dick Kennedy, theatres in Alabama and Tennessee; Jay Soloman, Independent Theatres, Chattanooga, Tenn.; James Jarrell, Roxy, Commerce, Ga.; O. C. Lam and son, Lam Amusement Company, Rome, Ga.; L. J. Duncan and Sidney Laird, Al-Dun Amusement Company, West Point, Ga.; W. H. Hammond, Wilson Drive-In, Florence, Ala.; J. M. Miller, Dixie, Cordova, Ala.; and Tommy Thompson, Martin and Thompson Theatres.

The No. 1 Drive-In, Augusta, Ga., and Houston Drive-In, Macon, Ga., closed for the winter. . . . Charlie Walder, Tivoli, Miami, Fla., was in for a visit with Colonel Charles Kessnich, southern district manager, MGM, who has been ill for some time. . . . Manager Bill Furgate, Taylor, Mountain City, Tenn., has installed CinemaScope.

The annual steak dinner given by the Wilby, Kinney, Harrison, and Padgett was held at the Capital City Club on Dec. 6. This is given to all bookers, sales managers, publicity men, office managers, branch managers, district managers, and assistants of all exchanges. Theatre managers from throughout the state will also be there.

Work has begun on the Sudekum Memorial Chapel, First Lutheran Church, honoring the late Tony Sudekum, founder and president, Crescent Amusement Company, Nashville, Tenn. Witnessing the laying of the cornerstone were Mrs. Sudekum, and a daughter, Mrs. Kermit Stengel, wife of Kermit C. Stengel, president of the company.

W. F. Wilson, has taken over the Tiger Drive-In, Auburn, Ala., formerly owned by Clyde Cannon. . . . Doris Honea was added to the office force of the Exhibitor Service.



Alton Sims, Rowley United Theatres, recently expressed appreciation for the blackboard presented to the Variety Club Hospital for Convalescent Children by Memphis WOMPI president Frances Blankenship. The State of Tennessee furnishes teachers for the hospital two days a week, and the blackboard will be a valuable asset.

A new drive-in named the Blue Sky is under construction in La Fayette, Ga., by its owners J. P. Edge and Dr. T. A. Cochran. It will feature the wide-screen processes and open early in 1955.

The Moultrie Theatre, Inc., Moultrie, Ga., has opened its 350-car Sunset Drive-In. Equipment was furnished by the Dixie Theatre Supply Company, Albany, Georgia.

Mrs. Mildred Ricks, Allied Artists southern exchanges, is back at her desk after a sick spell. . . . Don McCanville, Screen Guild, was a visitor with president Ed Stevens, Stevens Pictures. . . . Bill Suder, formerly with Paramount and The U. S. Army Motion Picture Service, has returned with the U. S. M. P. . . . Vivian Gillespie has resigned from Howco Films, while Grace Parrett has been added to the Howco office force.

Rube Joiner, Joiner Booking Service, checked in at his office after a booking trip to North Carolina. . . . In for a visit were Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; Mrs. Rose Lancaster, formerly with Astor, now with Strickland Film Company; and R. L. Buzee, Ritz, Dadeville, Ala.

The State, Knoxville, Tenn., has a new owner, F. J. Jeffries. The former owner was K. Williams.

Downtown fire companies answered an alarm at 7:30 a.m. at the Paramount. A short circuit in the theatre's big neon sign caused minor damage, officers said.

In for visit from Memphis were Dave and Abner Lebovitz.

Robert Lebovitz, Independent Theatres, Chattanooga, Tenn., and Miss Edith Adair, Atlanta, were married.

J. V. Lawson, Baton Rouge, La., is the new owner of the New, Palatka, Fla. The former owner was Harry Dale. . . . Ollie Williamson, Warners district manager, was back after a visit to the Jacksonville branch.

J. H. Thompson, president, Martin Theatres, has returned to his home in Hawkinsville, Ga., after a trip to Florida.

Clyde Hawkins, appointed as manager, Bradley, Columbus, Ga., came from the Fox, Atlanta. He replaces Otis Smith, who goes over as manager of the Columbus Drive-In.

Seen on the Row were Bobby Cobb, Cobb, Fayette, Ala.; T. W. Hargett, Wedowee, Wedowee, Ala.; Louis Worthington, Auto Drive-In, Bessemer, Ala.; Harold Robinson, Brox, Broxton, Ga.; Charlie Simpson, State, Chattanooga, Tenn.; R. E. Watson, Midway Drive-In, Forsyth, Ga.; Mack Nation, Southport Drive-In, Bridgeport, Ala.; John Moffitt, Moffitt Theatres, Montgomery, Ala.; and Tom Miller, Parkvue Drive-In, Sheffield, Alabama.

B. D. Benton, president, Benton Film Express, who has been in the hospital for several weeks, expects to return home soon. He suffered an accident when a horse fell on him.

The Al Rook Booking Service is now doing the booking and buying for the following theatres: Fountain Drive-In, Lakeland, Fla.; and Grand Slocomb, Ala.

Charlie Webb has installed CinemaScope in his Bocanita, Scottsboro, Ala. . . . The San Marco, St. Augustine, Fla., also now has CinemaScope.

B. Seigel, special representative, Selznick Releasing Organization, was in for a visit with William Richardson, Capital. . . . The monthly meeting of officers and board members of Women of the Motion Picture Industry made final plans for the distribution of Christmas presents to girls at the Formwalt Street Mission, one of the WOMPI projects for 1955. Mrs. Betty Rary presided.

Theatre license fees are cut about 50 per cent under the 1955 license bill passed by City Council, Charleston, S. C. Theatres formerly were taxed on the basis of one-half of one per cent of gross receipts. Under the new statute, houses with more than 1,000 seats will pay \$300; those of 400 to 1,000 seats will pay \$200, and smaller houses will pay \$100.

President William Richardson, Capital and Astor, checked in at his office after a business trip to Florida. . . . Leonard Burch, United Worlds Film, was back after a trip to Tennessee. . . . Ben Hill, U-I publicity chief, returned from a business trip. . . . Happy birthday to Don Hassler, office manager, Astor. . . . Ken Laird, U-I Jacksonville sales representative, is now with Buena Vista as southern district manager.

## Charlotte

Southeastern Theatre Equipment Company has a new salesman. Mitchell Little, who was office manager for Republic. . . . Queen City Booking Service, Hugh Sykes, owner, reports that A. P. Hinnant, Model Drive-In, Goldsboro, N. C., Kinston Drive-In and New Bern Drive-In, New Bern, N. C., was in conferring with his booker and reported the closing of the Kinston Drive-In for repairs.

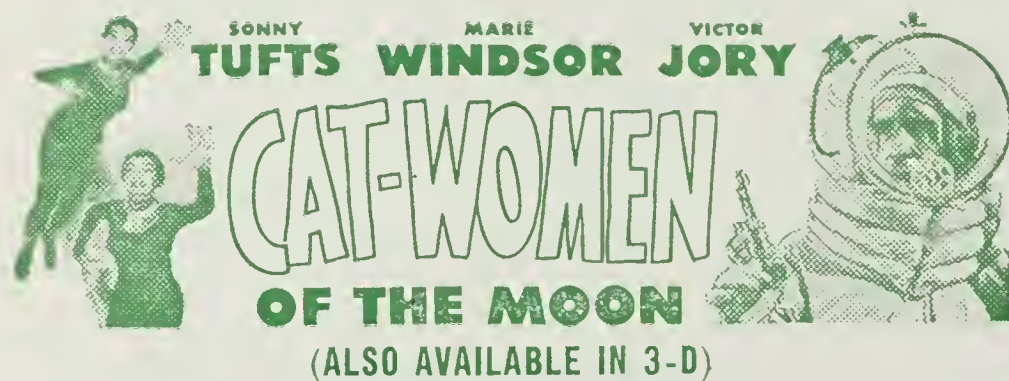
(Continued on page NT-10)





## The Sleeping Tiger

HUGH GRIFFITH • PATRICIA McCARRON • MAXINE AUDLEY  
Based on a Novel by MAURICE MOISEWITSCH • Produced and Directed by VICTOR HANBURY  
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From the Novel by HOWARD CLEVE  
Screenplay by ROBERT HAMEL & RANE HARVEY  
Directed by ROBERT HAMEL  
Produced by HUGH STEWART

For a  
Prosperous  
New Year



BARTON MACLANE  
VIRGINIA GREY LEIF ERIC  
Produced by HAL ROACH Jr.  
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FAMILY NEWS—★ ★ ★

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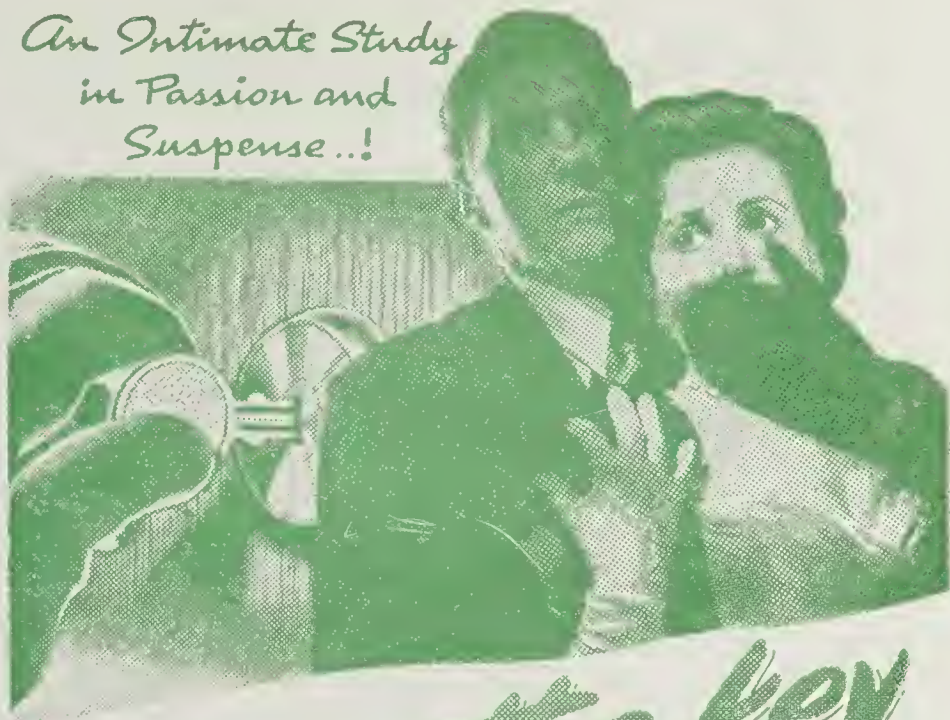
She brought the world  
of fashion to her feet...  
but was the price she  
paid too high?



**It Started  
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TECHNICOLOR

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**JANE HYLTON IAN HUNTER**  
**TERENCE MORGAN**  
**MURIEL PAVLOW**  
**MARTITA HUNT**  
with **KAY KENDALL**  
SCREENPLAY BY MARGHERITA LASKI  
PRODUCED BY SERGEI HOLBANDOV and LESLIE PARKYN  
DIRECTED BY COMPTON BENNETT  
& HOLBANDOV-PARKYN PRODUCTION

An Intimate Study  
in Passion and  
Suspense...!



**Turn the Key  
Softly**

From the novel by  
JOHN BROPHY

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**TERENCE MORGAN**  
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**KATHLEEN HARRISON**

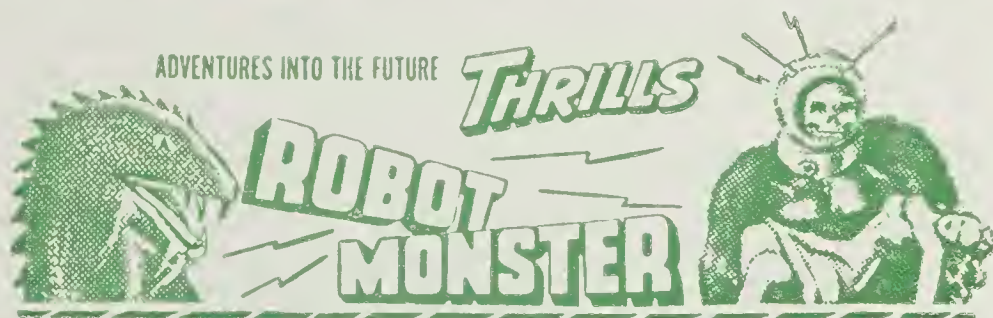
Screenplay by JACK LEE and MAURICE COWEN  
Directed by JACK LEE  
Produced by MAURICE EGWEN



Was This  
The Perfect  
Crime?

**3**

**TOM CONWAY**  
**STOPS TO MURDER!**



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**THRILLS**

**ROBOT  
MONSTER**

(ALSO AVAILABLE IN 3-D)

His Twin Colts Spoke With Thunder That Rocked An  
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**"RETURN OF THE  
PLAINS MAN"**

starring **CHIPS RAFFERTY**



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ASTOR PICTURES CO., 408 S. Second St., Memphis, Tenn.



# Season's Greetings



*We wish to thank our customers for business  
they have given us this year*

AND WISH ALL  
A VERY MERRY CHRISTMAS  
AND A HAPPY AND PROSPEROUS  
NEW YEAR

**LIPPERT PICTURES**  
of LA.

BABE COHEN

BOB SALOY

LARRY DUFOUR



NEW ORLEANS

Congratulations and Best Wishes

to

MOTION PICTURE EXHIBITOR

And A Very Happy Christmas

And A Happy New Year



**WIL-KIN**  
**THEATRE SUPPLY, INC.**

Atlanta, Ga.



Charlotte, N. C.

**Merry Christmas**

and

Best Wishes for a

VERY PROSPEROUS NEW YEAR

From All of Us to

All of You

**TRANSWAY, INC.**

235 SOUTH GENOIS STREET

NEW ORLEANS 19, LA.

AUdubon 0861



NOEL

Wishing You All the Blessings

of Christmas Time

and Happiness

in the New Year

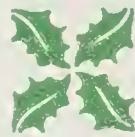


**MR. & MRS. JACK AUSLET**

New Orleans



# to All Our Friends



*Merry Christmas and Happy New Year*

**TO OUR FRIENDS and CUSTOMERS**

Our entire organization joins in a wholehearted wish for your happy Holiday Season.

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*Season's Best*

from

THE SOUTH'S

NEWEST AND FINEST SHOWPLACE

THE TWIN

**DO**

DRIVE-IN

NEW ORLEANS

### *Season's Greetings*

Our best wishes to all our friends and patrons and  
our thanks for their loyalty.

Health, Happiness and Prosperity Be Yours in 1955.

FOR THE BEST IN EQUIPMENT

## **SOUTHEASTERN THEATRE EQUIPMENT CO.**

ATLANTA—203 Luckie St., N.W.  
CHARLOTTE—209 S. Poplar St.  
JACKSONVILLE—206 East Bay St.  
NEW ORLEANS—214 S. Liberty St.

*Everything for the Theatre*







*Holiday Greetings*

from

## NATIONAL THEATRE SUPPLY

New Orleans



JOYCE FREELING

C. A. "SKEETER" ACHEE, JR.

T. W. NEELY

YVETTE MADDING

PASCAL CARUSO

C. A. ACHEE, SR.

JAS. ERVIN

*Season's Greetings*

May Your Christmas Be  
Richly Blessed with Joy  
and May the New Year Bring  
Contentment and Happiness

## UNITED ARTISTS' CORPORATION

ALEX C. MAILLHO, Branch Manager

MAURICE J. ARTIGUES, Salesman

CLAUDE S. BOURGEOIS, Salesman

CHINK B. SHERWOOD, Salesman

ELIZABETH M. BACON, Office Manager

147 So. Liberty Street  
New Orleans, La.

*Greetings*  
OF THE SEASON

From All of Us At

## JOY OKE THEATRES, INC.

We have enjoyed the association  
of our many friends during the  
passing years and hope it to continue

JACK O'QUINN, Kaplan, La.

MERRY CHRISTMAS

and

A HAPPY NEW YEAR

To All

**A FRIEND**

Our Entire Staff Joins In Wishing You

**A VERY HAPPY HOLIDAY SEASON**

And the Pledge of Continued Faithful Service

## PORT PRINTING COMPANY

"Johnnie and Herman"

222 LaSALLE STREET, NEW ORLEANS, LA.

Phone: RAYmond 6987



*Season's Greetings*

Wishing All of You a Christmas  
That's Merry in Every Way  
And a New Year That Will Be  
Especially Happy, Prosperous and Gay

## FRANK SMITH

"The Alton Unit Air Conditioning Man"

618 Michael Street  
Marrero, La.

Phone: EDISON 5074



**MERRY CHRISTMAS**

and

**A HAPPY and PROSPEROUS NEW YEAR**

No other greeting could be finer in introducing  
ourselves, dear friends and customers To Be

## **DRAW POKER FILMS of TEXAS, Inc.**

GEORGE M. LEPPERT, President

The new independent movie producing company  
largely formed of New Orleanians which will  
specialize in Class A low budget features with  
accent on popular appealing new stories.



*Season's Greetings*

**Our Best Wishes to All Our Friends**

**Our Thanks for Their Loyalty**

**FOR THE BEST IN THEATRE EQUIPMENT**

## **CAPITAL CITY SUPPLY COMPANY**

163 Walton Street, Atlanta, Ga.

OSCAR HOWELL

LOUIS WAITS

CLYDE SAMPLER

MISS CLYDE BROOKS

**MERRY XMAS**

and

**A VERY HAPPY NEW YEAR**

## **"THE EXHIBITOR'S FRIEND"**

218 S. Liberty Street, 3rd Floor

NEW ORLEANS, LA.

For 1955 — Twelve (12) Sherlock Holmes Subjects

*Season's Greetings*

With sincere appreciation of your past friendliness and  
patranage and with a wish for your continued favor, we  
extend the best wishes of the season to everyone. May the  
Holiday Season be a happy one for all.

## **SOUTHERN THEATRE SERVICE**

S. A. WRIGHT, JR.

218 So. Liberty Street, New Orleans 12, La.

Phone: Tulane 5118

**To All  
A MERRY CHRISTMAS  
and  
HAPPY NEW YEAR**

May all good cheer and happiness be yours at  
Christmas time and good fortune in the New Year.

From All of Us at the

**BELL THEATRE**

'GENE and JULES

**SEASON'S GREETINGS**

*To Our Customers and Friends*

## **MASTERPIECE PICTURES, INC.**

221 So. Liberty Street

Canal 8703

NEW ORLEANS

MILTON DUREAU, President-General Manager

MAMIE DUREAU, Office Manager and Booker

ALTON DUREAU, Salesman

ALBERTA SCHINDLER, Cashier







MERRY CHRISTMAS and HAPPY NEW YEAR  
TO ONE AND ALL  
In Our Great Industry

**JOYS' THEATRES, Inc.**

AND

**HOWCO PRODUCTIONS, Inc.**

JOY N. HOUCK, President

1315 Gravier Street  
NEW ORLEANS, LA.

Me, Too! Little Clyde Joy Houck, the pioneer  
lad in HOWCO's forthcoming production  
"Kentucky Rifle."

A JOLLY GREETING  
To Wish You All  
THE MERRIEST CHRISTMAS  
AND THE HAPPIEST  
NEW YEAR EVER

AND TO YOU, MOTION PICTURE EXHIBITOR,  
a paper that's truly a TREASURE  
Keep Everlastingly AT IT.

**Skyvue Drive-In Theatre**

NEW ORLEANS

S. E. MORTIMORE  
FRANK OLAH, SR.

LYALL SHIELL  
DR. PETERSON

*Yuletide Greetings*

To all of my friends and their families  
May the holiday be filled with good cheer  
with lots of prosperity in the new year

**JOEL BLUESTONE BOOKING SERVICE**

532 International Trade Mart  
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Phone: MAgnolia 1364

*Christmas Greetings*

From the Memphis Exchange of

**ALLIED ARTISTS SOUTHERN EXCHANGES**

BAILEY PRICHARD F. J. KAISER HENRY T. HAMMOND  
VIVIEN WAHLQUIST A. C. BROMBERG

*Christmas Greetings*

From the New Orleans Exchange of

**ALLIED ARTISTS SOUTHERN EXCHANGES**

HENRY GLOVER GEO. C. NUNGESSER  
EARL W. SCHROEDER J. J. FARBACHER  
ELSIE BITTEL A. C. BROMBERG

*Christmas Greetings*

From the Atlanta Exchange of

**ALLIED ARTISTS SOUTHERN EXCHANGES**

JIMMY HOBBS O. S. BARNETT  
RUTH ROBERTS BEN JORDAN  
P. H. SAVIN JIMMY CAMPBELL  
JACK BARRETT A. C. BROMBERG  
GRACE HAMMOND



*Season's Greetings*

from the

Charlotte Exchange of

**ALLIED ARTISTS SOUTHERN EXCHANGES**

A. C. BROMBERG J. E. McLEROY  
GENE DYER JOHNNIE JOHNSTON  
A. L. STOUT CHARLES HOUGH



## Greetings of the Season

May your Holiday season be joyous  
 May your future be bright and prosperous  
 In sincere and friendly appreciation of your  
 business and good will  
 May we serve you faithfully still . . .

**JOHNSON THEATRE SERVICE**

1409 Cleveland Avenue, New Orleans, La.

Phone: RAymond 3562



MERRY CHRISTMAS

and a

HAPPY NEW YEAR

from

**Hodges**  
**Theatre Supply Co., Inc.**

New Orleans

W. A. HODGES

MYRNA POSEY

CONNIE AUFDEMORTE

HAROLD J. BALLAM

JOE FAIA

PAUL GERMAN

HOLIDAY CHEER TO ALL

May Your  
 CHRISTMAS Be Merry  
 Your Heart Light and Gay  
 And Your NEW YEAR Increasing  
 In Joy — Day By Day

**THEATRE SERVICE COMPANY, INC.**

629 Common Street, New Orleans, La.

Phone: RAymond 6114 — TULane 5878

SEASON'S GREETINGS

To Our Present and Future Customers

*Piedmont*  
*Promotions & Booking*

147 Brevard Court

Charlotte 2, N. C.

BILL TALBERT

DOCK THEIMER

**HELLO EVERYBODY!**

May Your Joys Be Bright  
 And Your Homes Merry and Gay  
 On Christmas Day  
 May Your Wishes Come True  
 And Bring the Happiest  
 New Year To You!

*"The 4 Yamblers"*LAF, TWIN & HUB DRIVE-INS,  
Lafayette, La.

YAM DRIVE-IN, Opelousas, La.

NONA THEATRE, Lafayette, La.

Season's Greetings

**CHARLOTTE THEATRICAL PRINTING CO.**

221 W. Second Street

CHARLOTTE 2, N. C.

CARL LOWERY

*Season's Greetings***CAPTIAL RELEASING CORP.****ASTOR PICTURES CO. OF GA., INC.**

WM. "SNAKE"

DON

JIMMY

RICHARDSON

HASSLER

BELLO

163 WALTON STREET

ATLANTA, GA.







**Wishing You A Merry Xmas  
and Prosperous New Year**

## **Toddy Pictures COMPANY**

148 Walton Street  
ATLANTA, GA.

TED TODDY — JIMMY ROBERT

**Merry Christmas and  
A Happy New Year  
To All**

In deep appreciation and with thanks to those who played my EXPLOITATION and ROADSHOW PICTURES as "Street Corner," "Mom and Dad," to great success and may the good fortune repeat with my forthcoming pictures and for those who will play them in 1955.

### **JOHN KENLO**

Distributor of America's Greatest  
Exploitation and Roadshow Movies

1045 Murray Street  
ALEXANDRIA, LA.

Phone 3-5225

**Season's Greetings**

### **THEATRE EQUIPMENT CO.**

1220 E. 7th Street  
CHARLOTTE 4, N. C.

**Merry Christmas and  
Happy New Year**

### **Queen City Booking Service**

HUGH SYKES, Owner  
CHARLOTTE, N. C.

## **Charlotte**

(Continued from page NT-1)

Exhibitors in buying and booking were Buck Smith, Pal, Fairfax, S. C.; C. M. Bowden, Ritz, New Bern, N. C.; Ray Faw, West 49 Drive-In, Asheboro, N. C.; Lelon Young, Broadway, Clinton, S. C.; D. Holt, Dixie, Troy, N. C.; S. J. Workman, Hollywood, Woodruff, S. C.; J. K. Whitley, Gem, Kannapolis, N. C.; S. L. Pinkston, 601 Drive-In, Salisbury, N. C.; Lewis Whitley, North 41 Drive-In, Fairmont, N. C.; R. B. Adams, North Wilkesboro Drive-In, North Wilkesboro, N. C.; F. B. Grigg, Diane 29 Drive-In, Gastonia, N. C.; Alfred Rumley, Springs Road Drive-In, Hickory, N. C.; and Carry Caudell, Danca, Wallace, N. C.

Piedmont Promotions and Booking, Bill Talbert and Dock Theimer, owners, reported that Henry Smith, Palmetto Drive-In, Florence, S. C., was in discussing his booking problems. Sam Cline, Villa Heights Drive-In, Statesville, N. C., was in discussing his advertising. . . . North 29 Drive-In lost part of its screen and most of the fence by a sudden local wind storm.

Carl Patterson, office manager, Columbia, just received a watch from his branch manager, R. L. Williamson, for his 25 years with the company. . . . Smoky Mountain Drive-In, Waynesville, N. C., is closed for the winter. . . . Sky Vue Drive-In, Gaffney, S. C., is now operating weekends only for the winter.

J. W. McMillan has sold the Breeze and Royal Drive-In, Beaufort, S. C., to Ira and Earl Smith, former owners.

B. B. Anderson and wife just returned from the Hawaiian Islands. They are the owners of the Anderson Circuit, Mullins, S. C. . . . Roxie, Bessemer City, N. C., is installing new seats in the balcony.

Theatre Booking Service reports the following news, Jim Craig was the proud papa of a boy, his seventh child. . . . Sam Cline, owner, Hillcrest Drive-In, and the Villa Heights Drive-In, Statesville, N. C., was in talking bookings. . . . Bon Air, Burlington, N. C., and



Proving that women can take it, Corinne Walsh, Memphis' only woman shipper, was honored recently at a Columbia 25th anniversary party at Hotel Gayoso. She is seen being presented with a watch by branch manager Norman J. Colquhoun. Well known on Film Row, she is a member of Women Of The Motion Picture Industry, and is on their board of directors.

Sky Vue, Durham, N. C., are with Theatre Booking Service.

David Woodard, operator, Broadway, Dillon, S. C., was admitted to the Will Rogers Memorial Hospital, where he will be treated for tuberculosis.

## **Jacksonville**

Returning from a leisurely vacation in several areas of Texas were 20th-Fox branch manager Thomas P. Tidwell and Mrs. Tidwell. . . . Out-of-town exhibitors on Film Row included Charles Nelson, Park, Hahira, Ga.; Harlow Land, Mayo; E. C. Kaniaris, Beach Drive-In, St. Augustine; and Ed Binkis, MacClenny, all in Florida.

A women's club audience heard manager Hal Stanton, Edgewood, describe the latest developments in the production and exhibition fields of motion pictures. Invited by the clubwomen as the principal speaker at a regular monthly luncheon meeting, Stanton brought the ladies up-to-date particularly as regards CinemaScope and stereophonic sound. He was assisted by Gene Hayford, Southeast Audion Company, who demonstrated the workings of stereophonic sound.

Snake Richardson, Capitol Distributing Company, Atlanta, was in to see Harvey Garland, Florida State Theatres head booker. . . . Ken Laird has left a salesman's job with U-I to manage the new Buena Vista office here, formerly managed by W. T. Murphy. . . . The marriage of Wayne Spiering, affable young manager, Roy Smith Company's local warehouse, to Sylvia Rodgers, formerly of the Main Street Drive-In, occurred.

Slated to open a branch office here soon is the Film Booking Office of Atlanta, a firm operated by Betty Whitmore, Tommy Mote, and Al Rook. . . . Gordon Bradley, Paramount district manager at Atlanta, called at the branch office and visited local booking offices of circuits. . . . The Five Points closed and is scheduled to reopen on Dec. 25 equipped with wide-screen.

## **Memphis**

J. W. McAfee, projectionist for Film Row screenings, went to Oxford, Miss., and filmed scenes at the home of Maud Falkner to be shown on the Home Show on TV. She is the mother of William and John Faulkner and is the "Grandma Moses of the South." Mrs. Falkner, 82, is untrained in painting, which she resumed after 35 years in 1941.

A good stunt by the Warner was the demonstration of the Arthur Murray Mambo to the tune of the "Phfft Mambo." . . . "Mac" McAllister, Grand Grand Junction, Tenn., who makes cabinets as a hobby, cut off the first joint of his index finger with a power tool.

J. A. Prichard, Dallas, was in for a meeting with branch manager Bailey Prichard and salesmen at Allied Artists. . . . WOMPI gave three large Thanksgiving baskets to needy families. . . . Louise Mask, Luez, Bolivar, Tenn., spent Thanksgiving in Dallas.



Mary K. O'Donnell, Allied Artists inspectress, is on the very sick list with pneumonia. . . . New owner of the Mason, Mason, Tenn., Thomas Griffin, was in getting acquainted. . . . Visitors were Anne Knoble, Temple, Leland, Miss.; Orris Collins, Majestic, Paragould, Ark.; Gordon Hutchins, State, Corning, Ark.; and Lyle Richmond, Richmond, Senath, Mo. . . . Sybil Kittinger replaces Mary O'Donnell at Allied Artists temporarily.

The booker for Rockwood Amusement Company, Nashville, Tenn., Gene Nash, was in making the rounds this week. . . . Visitors were Tommy Farris, Shelby, Miss.; C. O. Taylor, A and T Circuit, Wickes, Ark.; Horace Stanley, Radio Beebe, Ark.; A. J. Cole, Cassidy, Webb, Miss.; Henry Pickens, Lyle, Carlisle, Ark.; Mrs. Thomas Griffin, Mason, Mason, Tenn.; H. G. Walden, Bay and Fran, Red Bay, Ala., and Tishomingo, Miss.; Mrs. Glen Moser, Gay, Olive Branch, Miss.; Mrs. M. McQuistion, Princess, Booneville, Miss.; Jesse Moore, Ritz, Crenshaw, Miss.; Orris Collins, Capital, Paragould, Ark.; and Mrs. E. S. DeGuire, Shannon, Portageville, Mo. . . . Another banned movie, "Shield For Murder," United Artists, started an engagement in the Sunset Drive-In, West Memphis, Ark.

J. Fred Brown's Nevada, Prescott, Ark., has installed CinemaScope. The theatre has also been redecorated and remodeled. . . . WOMPI held their regular monthly dinner at the Gayoso and had as guest speaker, Matty Brescia, Variety film magazine.

Speaker for the 45th annual convention in Memphis of Motion Picture Theatre owners of Arkansas, Tennessee and Mississippi will be E. D. Martin, TOA president. . . . A fashion show was given for theatre owners and wives in the Variety Club and Film Transit entertained at a chuck wagon dinner.

Variety Club has a new chief barker, elected last week, M. A. Lightman, Jr. He succeeds M. H. Brandon and Brandon becomes an international canvasman. Others elected were Gilbert Brandon, first assistant chief barker; Fordyce Kaiser, second assistant chief barker; Howard Nicholson, property master; Nate Reiss, dough guy; and canvasmen Ben Bass, Alton Sims, Fred Meyers, Tony Tedesco, George Simpson, and Conrad Bach.

## New Orleans

Helen Bial, Paramount Gulf, WOMPI social chairman, and her assistants, Judith Hammer, U-I; Mrs. Dorothy Rybiski, U-I; Ida Kloss, Paramount Gulf; Shirley Folse, UA; Janice Barrett, 20th-Fox; Mrs. Imelda Geissinger, Richards Center; Mrs. Anna Sinopoli, U-I; and Evelyn McNulty completed the plans for their first pre-holiday season activity, the Christmas dance, which took place at the American Legion Hall. A goodly share of the proceeds is being used to entertain 369 kiddies from six orphanages. In charge of preparations for festive Christmas for the tots is Mrs. Mary Morris, Paramount, service chairman, and her helpers, Mrs. Anna

## Draw Poker Firm Sets First Production

NEW ORLEANS — George M. Leppert, president, newly organized independent producing company, Draw Poker Films of Texas, Inc., planed to Hollywood and Los Angeles following a board meeting to negotiate with cameramen and technicians for the filming of their first movie, slated to be made in Spain with shooting to start on or about May 1, 1955. Leppert will also visit with his co-author of the story, Ed Ainsworth, novelist and Los Angeles Times feature writer. Together they will confer with actors as well as serve as advisors. The working title of the film is "Accent Spain."

Members of the board of directors of the new company, all prominent New Orleans industrialists and business leaders, are chairman George Tessier, John T. Charbonnet, Oliver S. Livaudais, Bentley G. Byrnes, William Zetzman, Sr., Max Tobias, and Jack Auslet.

Balencie, Paramount; Mrs. Marie Berglund, MPA; Evelyn McNulty, U-I; Ethel Holton, 20th-Fox; and Nathalie Odom, MGM.

Tom Neely, NST manager, was in the territory on business. . . . Visitors at Theatre Service were Arthur Lehman, Booker T and Alamo, Jackson, Miss.; Lawrence Lampe, Avalon, Jeanerette, La.; and C. J. Keller, Jr., Eunice, La. . . . W. M. Burnham, Norwood, La., movies-under-tent roadshowman, was a caller at Stevens Pictures.

R. E. Hook and G. D. Adkinson, owners, 45 Drive-In, Macon, Miss., informed Transway that he has closed for the winter. . . . George Pabst, UA district manager, back from Atlanta, is off again on a visit to the Dallas branch.

Mrs. H. A. Everett, Magee, Miss., was in, as was Fred T. McLendon and Al



Seen recently at the International House, New Orleans, La., were George M. Leppert, left, president, newly organized independent movie producing company, "Draw Poker Films of Texas, Inc."; M. A. S. Markis, Houston, Texas; Ed Soniat, Jr., New Orleans; Congressman F. Edward Hebert, New Orleans; Judge Leander H. Perez, New Orleans, vice-president of the organization; and Charles Miller, manager, International House. The company plans to make Class "A" low budget features, the first of which it is hoped to get started on or about May 1, 1955.

Morgan, Fred T. McLendon's Theatres, Union Springs, Ala.; Charles Waterall, Sr., Waterall Theatres, Prichard, Ala.; Alec Rosenthal, Joy and Silver City, Alexandria, La.; Ed Ortte, Cleremont Harbor, Miss.; Robert Molzon, Royal, Norce, La., and daughter Anna, Royal, Labadieville, La.; W. E. Limmroth and Kenneth Giddens, Giddens and Rester Theatres, Mobile, Ala.

D. J. Olistier, who recently gave up the managerial post at the Twin Do Drive-In, Metairie, La., was on the Row. . . . Ike Katz, president, Kay Films, was at the local exchange.

Claude Keller, Jr., renamed the K and M theatre, Eunice, La., the Delta. . . . 20th-Fox screened "There's No Business Like Show Business." . . . John Nobles, manager, Arcade, Slidell, La., made the rounds with his boss, Luke Fontana. . . . The Glenwood, Shreveport, La., one of Thomas McElroy's string of theatres, closed.

Mrs. O. J. Barre, Luling, La.; George Stout, Washington, La.; H. B. Guillory, Ville Platte, La.; Phillip Salles and "Pops" Warren, Covington, La.; and C. T. Withers, Baton Rouge, La., were in buying and booking. . . . Floyd Mourphy, Exhibitor's Screen Advertising, Alexandria, La., was in town to confer with Bob Wiegand, Commerce Pictures.

Exhibitors operating drive-ins seen around were W. E. Limmroth, general manager, Giddens and Rester, Air-Sho, and Auto-Sho, Mobile, Ala.; Mike Ripps, Twin Do Drive-In, Metairie, La.; Paul Shaffer, manager, Crescent; Mrs. Ural Everett, 49, Magee, Miss.; Alec Rosenthal, associate owner, Midway, Opelousas, La.; Lyall Shiell, S. E. Mortimore, and Frank Olah, Skyvue; Charles Waterall, Sr., 43, McIntosh, Ala., and Area, Grovehill, Ala.; Jim deNeve, Varia and Highway 80, Jackson, and Rivoli, Vicksburg, Miss.; F. K. Phillips, Broadway, Hattiesburg, Miss.; and F. G. Prat, Jr., Colonial, Thibodaux, La.

Sammy Wright, Jr., Southern Theatre Service, was on a week's trek in the territory. . . . The Savoy 45 Drive-In, Prichard, Ala., is closed for the winter. . . . Thank you, George M. Leppert, president, Draw Poker Films of Texas, Inc., Houston, for joining the family of MOTION PICTURE EXHIBITOR readers. Also many thanks to John D'Antoni, manager, Ann, Baton Rouge, La., and to "Chink" Sherwood, UA salesman, for a renewal subscription to MOTION PICTURE EXHIBITOR.

## Florida Miami

Members of the Wometco Old Guard Organization were guests of coowners Sidney Meyer and Mitchell Wolfson at the annual Kiwanis benefit football game in the Orange Bowl. Old Guardians followed their group attendance at the game with a post-game snack and entertainment at the Miracle, Coral Gables, Fla. . . . The 29'ers organization held a benefit ice show at the Coral Gables Coliseum, all proceeds going to the Variety Children's Hospital.



# A unique service...

available ONLY to the nearly 10,000 showmen who regularly subscribe to—

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"Always FIRST . . . with the BEST . . . in theatre-wise SERVICES!"

# THEATRE OPERATING FORMS and SYSTEMS

—to lighten your detail work!

HERE IS A HANDY DESCRIPTION AND ORDER FORM . . . JUST FILL  
IN YOUR NEEDS AND MAIL. Actual sample sheets will be mailed on request!

Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
	... Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply.....	\$ .60	
	... Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
	... Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
	... Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
	... Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
	... Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
	... Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
	<b>BOXOFFICE STATEMENTS:</b>		
	... Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
	... Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
	... For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
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Wometco employees and friends have been aiding the circuit's exploitation on "There's No Business Like Show Business" by sporting bumper strips on their automobiles bearing the title of the picture. . . . A bold bandit held up the Essex manager, Walton Oakerson, of \$267 and nobody in the audience realized the real-life drama taking place in an aisle. . . . Services were held for the late Mrs. Marion Patrick Bradford, widow of Carson Bradford, who built the first indoor Miami theatre. Bradford erected the old Fairfax about 1924, which is now the Paramount.

Endorsement and support of a board of motion picture review for Dade County, and endorsement of existing and future legislation to prevent the showing of "films that would lead to the demoralization of our children and youth" were given by the Dade County Council of Parents-Teacher Associations. A surprise amendment, which called for the board of review instead of a film censorship board, was adopted. Arthur De Bra, director of community relations and director of exhibitor relations, Motion Picture Association of America, flew here from New York for the meeting, and suggested that the PTA Council use the National Congress of Parents and Teachers' motion picture appraisal list in deciding what pictures are good for their children to see.

### St. Petersburg

A series of management changes have been announced by Frank Bell, district supervisor, Florida State Theatres. He said that Peyton Bailey would go from the Arcade, Fort Myers, Fla., to the Marion, Ocala, Fla., taking the place of Ted Chapin, who has moved to the Daytona, Daytona Beach, Fla. Carlton Bowden was named to succeed Bailey at the Arcade, Fort Myers. He was formerly manager, Ritz, Bartow, Fla. An assistant manager of the Capitol, Clearwater, Fla., Cliff Bailey, was appointed to manage the Ritz, Bartow.

### Mississippi McComb

Charter of incorporation has been granted Yazoo Theatre, Inc., listing capital stock of \$5,000.

### North Carolina Durham

Someone slashed 25 leather upholstered seats in the newly-redecorated Imperial, Asheville, N. C., according to a report made to police by Frank LaBar, manager. The damage was estimated at \$50.

Sky-Vue Drive-In Theatre, Inc., Fayetteville, N. C., has obtained a certificate of incorporation from the North Carolina secretary of state. It has authorized capital stock of \$100,000 and the incorporators are Jesse G. Wellons, Frances C. Wellons, and Cliff C. Wellons, Fayetteville.

The Hannah Pickett, Rockingham, N. C., has closed and is selling its equipment, in order to make way for an adjoining store to expand and take over the space it has occupied.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

Ohio's movie censorship law apparently has been made inoperative by a recent Ohio Supreme Court decision, in the opinion of local film executives, despite a declaration by Governor Frank Lausche that the state "must have a film censorship law." It is expected the state legislature will consider a new law at its next session in January, but, in view of the national and state Supreme Court decisions, local observers do not anticipate any effective legislation that will pass court tests and retain censorship.

Business trips were made by James S. Abrose, Warners branch manager, and Murray Baker, IFE area representative, to Springfield, O.; Milton Gurian, Allied Artists branch manager, and George A. Kirby, Republic branch manager, to Columbus, O.; and Jay Goldberg, Realart and Lippert, to West Virginia points.

Executives in were Sam Galanty, Columbia division manager, and Leo Greenfield, Cleveland, representing Buena Vista, along with Harris Dudelson, formerly on Film Row here, and now representing Buena Vista in the Chicago area.

Exhibitors in were Charles -Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; J. C. Weddle, Lawrenceburg, Ind.; Joe Marshall, Danville, Ky.; James Denton, Owingsville, Ky.; Charles Behlen, Lexington, Ky.; Frank Carnahan and Bud Hughes, Manchester Ky.; Mandros, Cabin Creek, W. Va.; Harold Frank Allera, Mattewan, W. Va.; Frank Moore, Charleston, W. Va.; Frank Yassenoff, and Harry Schwartz, Columbus, O.; William Settos, Springfield, O.; Louis Vellas, Cambridge, O.; P. W. Suell and C. S. Babalis, Dayton, O.; J. H. Davidson, Lynchburg, O.; and George Turlukis, Hamilton, O.

The Royal, oldest and smallest local film house, will reopen Christmas Day after installation of a wide-screen. The house, seating 300, has been operated continuously since 1909. . . . Harold Brown, general manager, United Detroit Theatres, and his assistant, Jack Haynes, were hosts for a cocktail party in Hotel Sheraton-Gibson for local film branch managers and sales representatives in this area.

Local RKO houses again are offering Christmas gift ticket books with coupons good for admissions to any RKO house through next year. . . . William Onie, exhibitor, is convalescing nicely after surgery. . . . Paul Holland, Charlestown, W. Va., has been named manager of the Plaza, a Mid-States Theatres house in Miamisburg, O. He will assume his new duties immediately.



Joseph Rosen, manager, U-I; star Paul Douglas; Albert Dezel, Coronet; and William Flemion, Studio, are seen recently signing the first run contract for "High and Dry" in Detroit.

Fred Krimm is installing car heaters at his Salem Drive-In, Dayton, O. . . . Jesse Smith, 20th-Fox boxoffice clerk, who was severely injured in a traffic accident some weeks ago, visited friends on Film Row. . . . Nancy Ballard is a new 20th-Fox inspectress, replacing Elsie Castator, resigned.

## Cleveland

On January 17 the industry will tender a testimonial banquet in the Hollenden Hotel in honor of I. J. Schmertz, who will be celebrating his 50th anniversary as a member of the 20th-Fox organization and his 28th year as branch manager in Cleveland. The banquet is being sponsored by the exhibitors of Greater Cleveland, but invitations to attend the celebration have gone as far away as London. No branch manager in Cleveland has ever attained the record of tenure held by him. Co-chairmen in charge of banquet arrangements are M. B. Horwitz, Nate Schultz, and Jack Silverthorne.

Group 16 will show the second of its uncensored films, "Manon," in the Moreland in spite of the fact that the Group's promoters, Victor Salupo and Anthony Dennison, were arrested at the conclusion of the showing of "Dedee" following warrants issued by Ezrea Miles and Loel Lam, representatives of the Ohio Censor Board. The case is scheduled to be heard on Jan. 5 in Municipal Court before Judge Lillian Westropp. Late developments on censorship by the Ohio Supreme Court might cancel the court proceedings.

Bill Powelson, manager, Grand, Steubenville, O., enjoyed a record engagement of "The Bob Mathias Story" through the cooperation of the Junior Chamber of Commerce, the PTA, all of the local high schools, and the parochial schools. These organizations sold admission tickets at a slight advance over the regular scale and kept a percentage of the gross for their pet projects. . . . Max Lefkovich, Community Circuit, and Mrs. Lefkovich have opened their winter home in Florida.

Herbert Ochs flew in from Florida where he and Mrs. Ochs are vacationing to join son Jack on a trip to Canada for a final look at their drive-in circuit before writing finis to the season. Herb then returns to his vacation spot, Dania.

(Continued on page NT-4)

Ohio Censor Seal  
No Longer A Must

COLUMBUS — Censor seal of the Ohio Division of Film Censorship need no longer precede film showings in the state's theatres, following the 5-2 decision of the Ohio Supreme Court that further censorship under present state law is "unreasonable and unlawful." Thus, for the first time in 41 years, the familiar license numbers of the board are missing from theatres.

Ohio exhibitors were told by Robert Wile, secretary, Independent Theatre Owners of Ohio, that they need no longer show the censor seal. Wile also told distributors that they can dispense with payment of the \$3 per reel fee exacted by the board for censoring films. Attorney General William O'Neill advised R. M. Eyman, chief Ohio censor, that the board cannot prosecute exhibitors who fail to show the seal. O'Neill also said that his office will not appeal the decision to the U. S. Supreme Court since such an appeal would be "useless."

O'Neill said that the Ohio court's decision will not prevent attempts to "enact a valid censor statute" in the next session of the General Assembly. Governor Lausche has come out in favor of such a law and has directed Eyman to draft an airtight bill. Eyman said wording an effective law will be difficult and foresaw rough sledding in the Legislature, which he said is "strongly anti-censorship."

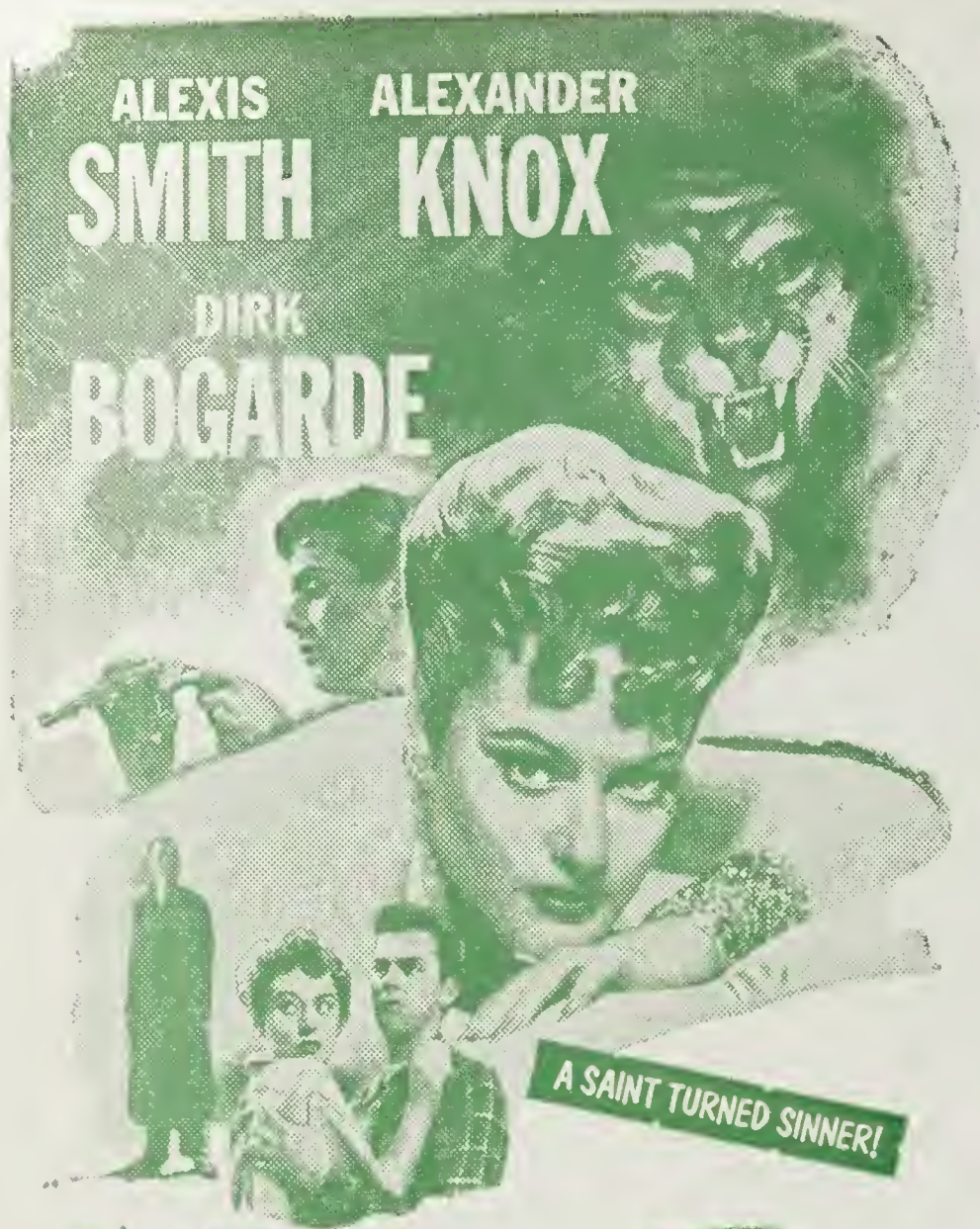
The bill would have to get approval of the Senate's Education Committee, whose chairman is Senator Charles A. Mosher, Republican, Oberlin. It was Mosher who introduced a bill in the last session to abolish censorship. That bill failed but the Legislature did pass a measure to exempt newsreels from censorship.

Wile warned that "quickie" producers may try to flood the state with burlesque pictures, peep shows, and sex films. He said that exhibitors showing such films are liable to prosecution under the state penal code, which has generally not been enforced under censorship. He said the penal law will be invoked now. He said any such showings should be reported to the police.

"If we police ourselves, as exhibitors in the 42 other censor-free states do, there will be no outcry against our industry," said Wile. He said a clean record will aid the anti-censorship cause when hearings for the new law are held. Governor Lausche discounted the worth of self-policing and called upon the film industry "for its own preservation" to join the fight for an adequate censor law.

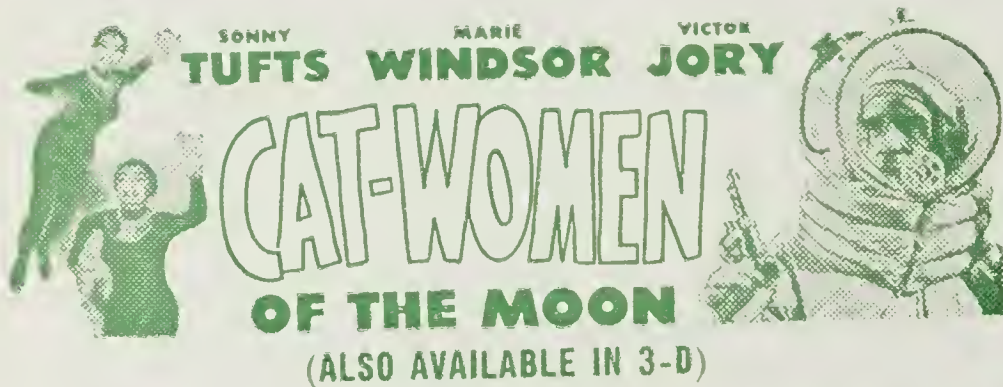
The Columbus Dispatch editorially called for a continuation of Ohio's "mild" censorship as a defense against "fringe" producers who might seek to show "harmful" pictures.





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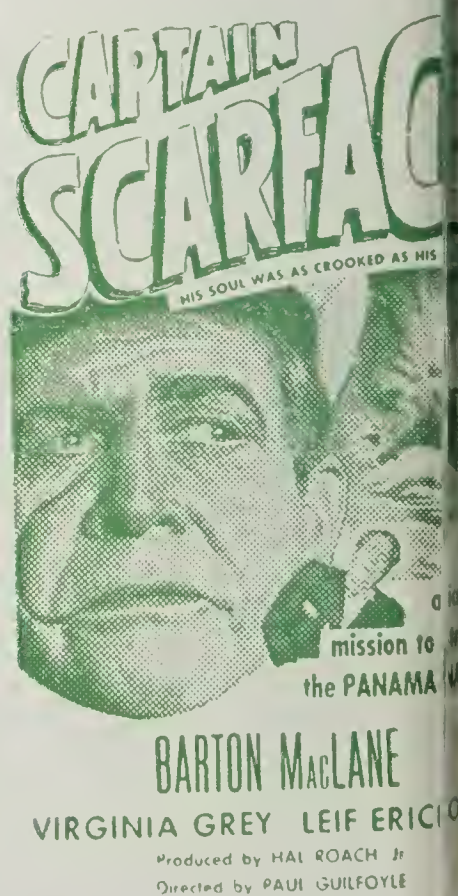
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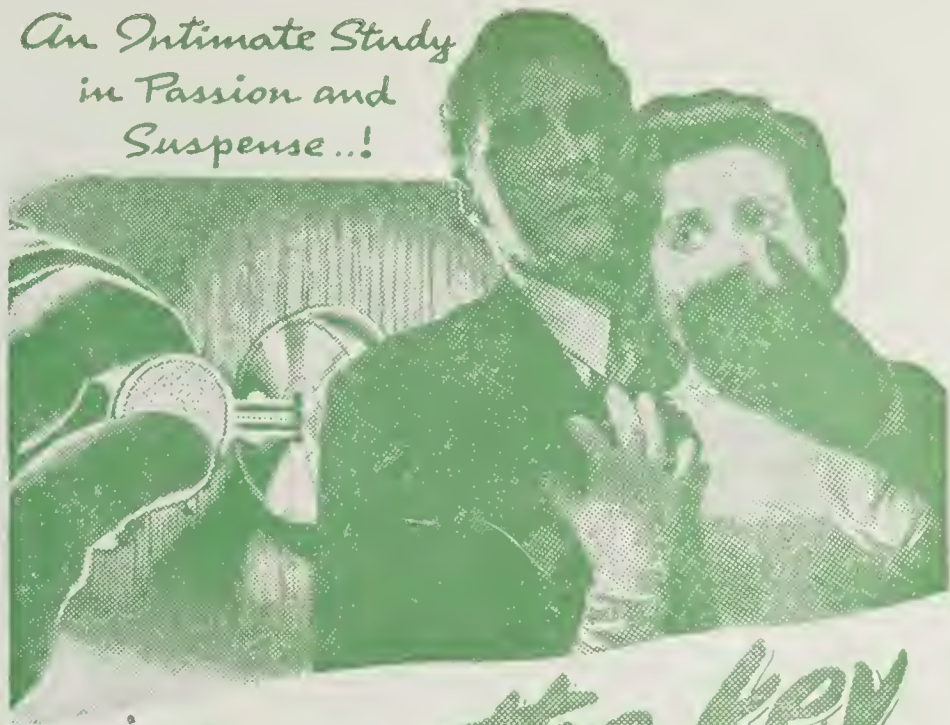


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TERENCE MORGAN  
MURIEL PAYLOW  
MARTITA HUNT  
with KAY KENDALL

SCREENPLAY BY MARGHERITA LASKI  
PRODUCED BY SERGEI HOLBANDOV and LESLIE PARANOV  
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Screenplay by JACK LEE and MAURICE COMMAN  
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(Continued from page NT-1)

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1718 N. Center Street, Philadelphia 7, Pa.



latest theatre to go CinemaScope in this town.

The Golden Triangle Association, a promotion consisting of scores of downtown stores, will honor Cinerama's first anniversary at a luncheon. Joe Feldman, former SW ad head and circuit manager, now in the advertising business, promoted this outstanding stunt.

H. K. Blakely, Kellers, North East, Pa., was laid up with a virus ailment.

Charles Dortie, Columbia salesman and local Colosseum president, returned from the national Colosseum convention in Chicago. . . . Dave Brown, former West Virginia salesman for RKO, has returned to the booking department. . . . Al Nordquist, Main Street, Galetton, Pa., bagged a buck opening week of hunting season.

Lew Rothenstein, Rose, Cambridge Springs, Pa., recently installed CinemaScope and was visited by his in-laws from here at the party he threw for the entire area. . . . Lee Conrad, Park, Meadville, Pa., has arranged for a gigantic Christmas party for the children of his town. . . . Andy Biourdi, Majestic, Ellwood City, Pa., recently returned from California, is talking about returning and taking over a theatre in San Bernadino.

He was recently gifted by the Sons of Italy of Ellwood City with a 1955 Buick.

Emma Fry, Wampum, Wampum, Pa., is now raising and selling championship dogs, besides running her theatre. . . . Max Silverman, Manor, tied up with a dress shop for a lobby display of frocks fashioned after Audrey Hepburn's dress in "Sabrina."

The industry was saddened by the passing away of the mother of John J. McGreevey, head buyer and booker, John H. Harris Circuit.

The Variety Club has started giving bridge lessons to beginners every Tuesday evening and the attendance has been nothing short of sensational. . . . Johnny Kirby, Pittsburgh tenor and local Variety Club member, will spend the holidays here with his folks, when he planes in from Hollywood. . . . Leo Byrnes, who has just returned from overseas duty, is new assistant manager, SW Sheridan Square.

In order to alleviate the product shortage, RKO broke with a multiple-run of two first-run pictures to subsequent-run houses, and the same theatres followed with another first-run combination from U-I.

Among the state visitors were Adolph Farkas, Lyric and Rialto, Johnstown; Andy Biordi, Majestic, Ellwood City; Bert Redfoot, Arcadia, Windber; Guy Christy, Palace, Conneautville; Chris Fourgis, Grand, Mt. Pleasant; J. C. Bixler, Strand, Scottdale; Ralph Edleman, Mars, Mars; Harry Fry, Wampum Wampum; Lou Rothenstein, Cambridge, Cambridge Springs; Wilber Best, Grand Weston, Newton; and Herman Stahl, Drake, Oil City.

## Kentucky Maysville

The movie quiz show which Ben Tureman has going at Schine's Russell and which is a half-hour live broadcast from the theatre stage, is going great guns. Two half page ads were run in both local papers and paid for by the sponsor. In addition, the feature has received two front page stories and five gratis plugs a day for a full week on the air.

## Ohio Bainbridge

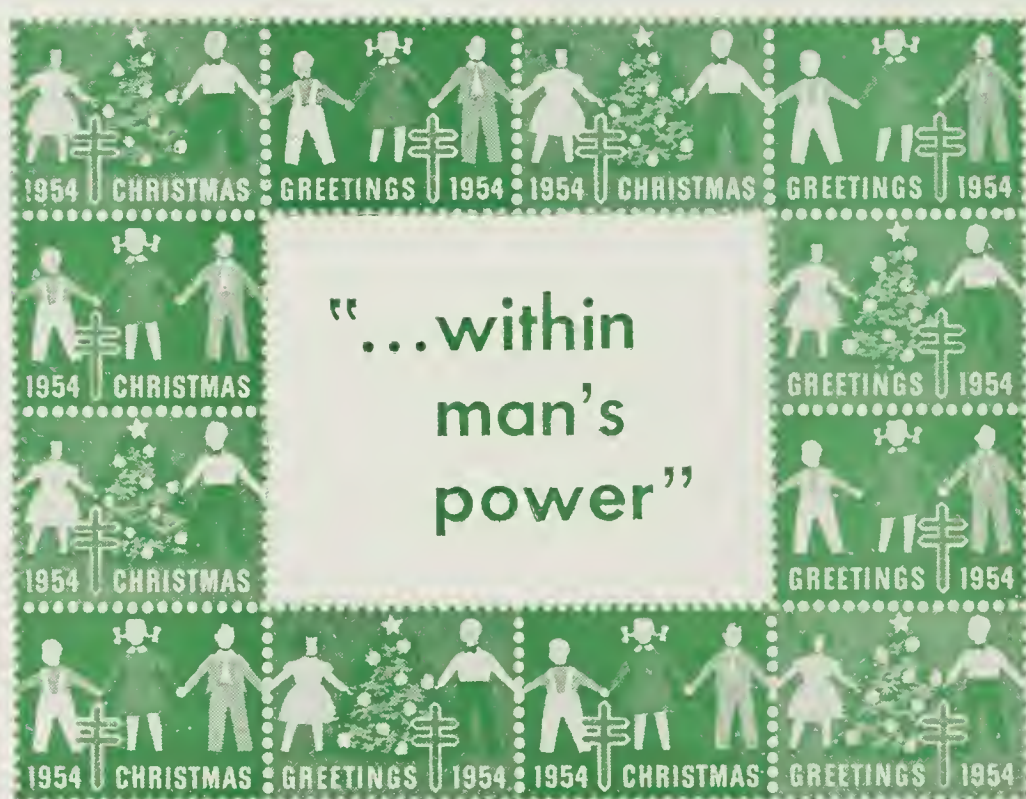
Clarence P. Haynes, Paxton, is a new member of the Independent Theatre Owners of Ohio.

## Columbus

Members of the board of the Independent Theatre Owners of Ohio met. . . . A number of neighborhood theatres and small-town houses throughout Ohio are planning to close for the pre-Christmas week starting Dec. 19.

Charles Sugarman, World, was host to members of the Columbus and Franklin County Motion Picture Council at a special matinee showing of "Hobson's Choice."

Lee Hofheimer and his wife, Margie, will soon return to Norfolk, Virginia, Hofheimer's home town, to go into the theatre business there.



Monumental achievements have marked each era of mankind. One such achievement within reach of future generations is the conquest of tuberculosis.

This year is the 50th anniversary of the organized fight against TB in our country. In these years the TB death rate has been cut 90%; yet TB strikes every five minutes.

It is within man's power to eradicate tuberculosis—your purchase of Christmas Seals will help to make this possible.

This year put two Christmas Seals on every card, letter, and package.

## buy Christmas Seals

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**THEATRE OPERATING FORMS  
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## NEWS OF THE

## Territory

## Chicago

Abe Teitel, head, A. Teitel Film Company, celebrated his 40th year in the industry. . . . Faith in humanity was increased for Ethel Buccieri, Filmack, when a college student returned her purse, containing a considerable amount.

The Arrow Drive-In, Steeleville, Ill., was entered by robbers who took records and player, food from the deep freeze, and money from vending machines. . . . A dollar Saturday morning rate for students has been set by the Palace for "This is Cinerma."

Alphonse E. Blankenbaker, Reno owner and operator, Richmond, Ind., and also the Vee, Veederburg, Ind., was appointed crew leader of two counties for the 1954 farm census.

Howard Minoff was added to the McVickers staff. . . . Charles Wolf moved his family into a new home in Budlong Woods.

Louis B. Hess, Clasa Mohme regional manager, is dad of a new son. . . . John Krutzler, Jr., Republic, is dad of the new Diana. . . . Chicago Candy Club elected Sam Miller, president; E. A. Galford, treasurer; Thomas McCarthy, secretary; and Charles H. Meek, executive committee chairman.

City theatres tax collections for 11 months of the year were considerably ahead of those for that period last year, reaching \$1,096,134 as against \$1,009,249 in '53. The theatre collections fell off in November, however, \$96,347 as against \$105,096 for that month a year ago. Total amusement collections were ahead, amounting to \$1,753,406 while during that time last year they were \$1,628,424.

Mrs. Kay Simmons, who has had wide theatre experience, resigned from management of the Newberry to take over operation of the Bugg, a 1,000-seat house. . . . About one-fourth of the 81 pictures, totaling 428,000 feet, examined by the police censor board in November were from abroad. They comprised six Mexican, five German, three Russian, two Italian, two Greek, and one each from France, Sweden, and Japan. One film was rejected and two labeled for adults.

Newly elected officers of Variety Club of Illinois, Tent 26, are Jack Kirsch, chief barker; Net Nathanson, first assistant; Louis Reinheimer, second assistant; Jack Rose, property master; and Harry Balaban, dough guy. Canvasmen are John Semedales, Charles Cooper, Lou Goldberg, David Wallerstein, Ralph Smitha and Sam Levinsohn.

Ben Marcus, general manager, Marcus Theatre Management Company, bought for \$95,000 the shuttered Century, Milwaukee. . . . The Colosseum of Motion Picture Salesmen went on record, in con-



Loren Cluster, who operates theatres in Salem and Johnston City, Ill., and Mrs. Cluster recently met up with Raymond Burr on the set of Paramount's "You're Never Too Young" on a trip to the California studio.

vention here, against booking and buying combines. It fears the effect of these organizations will be the cutting down of sales forces by distributors.

Police are enforcing a 10:30 p.m. curfew law with the result that more parents are now accompanying their teen-agers to the movies. . . . Charles F. Carpentier, downstate theatre owner and Illinois secretary of state, is sojourning with his wife at Palm Springs, Cal.

Industrialist Henry Crown, who has aided in film productions, welcomed his fourth grandchild, Patricia Ann. The parents are his son, Lester Crown, and the former Renee Schine. . . . Theatreman Leo Salkin staged a large and successful holiday show for the veterans at U. S. Hines hospital under B'nai B'rith auspices.

Attorney Miles Seeley, for the majors, and attorney Sam Block, for Balaban and Katz, went to Los Angeles to take the desposition of Leo Spitz in the Es-saness \$30,000,000 anti-trust suit.

Mr. and Mrs. Fred Young temporarily closed their Norton, Mascoutah, Ill. . . . William Methe, Berwyn manager, who was treated at U. S. Hines hospital from a recurrence of injuries suffered during World War II, is convalescing at home. Ed Conrad, veteran B and K manager, is carrying on for him.

Jack Kirsch, president, Allied Theatres of Illinois, will act as chairman, Cook County Theatre Week, for the 1955 March of Dimes, and his office is now in the process of making plans for theatre lobby collections in all Cook County Theatres during the week of Jan. 7 to 13, inclusive.

## Dallas

John Allen, MGM southwest division sales manager, and seven exchange representatives attended the meeting held here. Those attending beside Allen include Tom Bailey, St. Louis; Henry Fridel, Denver; William Gaddoni, Kansas City; George Fisher, Oklahoma City; and Leroy Bickel, Louis Weber, E. B. Coleman, and Kevin Genther, here. . . . Carl Evans, father of Paul and Mike Evans, Evans Printing and Poster Company died following a brief illness. Evans was an active partner with his

two brothers and sons in the company until his retirement.

Flo Gann, U-I was feted with a birthday luncheon at the Dolly Madison Tea Room. . . . The late vacationers from Frontier Theatres include Joe Caffo and Mildred Peterson, concessions; Dorothy Fischl and Thelma Johnson, accounting; Maxine Adams, advertising; and Margaret Wedin, bookkeeping. . . . Paul Short, National Screen Service, spent a week in Oklahoma City.

W. S. Miller, sales manager, is able to spend a few hours daily in his MGM office while he is gaining back strength lost from a heart attack a short time ago. . . . C. D. Leon, Leon Theatres, spent a few days in Abilene, Tex., at the home office. . . . Charlie Darden, Associated Popcorn, attended the meeting of the Theatre Owners of Oklahoma held in Oklahoma City.

Robert Bixler and Al Kane, Paramount, have returned from the coast where they attended the international coordination meeting of Paramount to discuss the 1955 feature line-up.

Out of towners seen along the Row include S. T. Donnell, Leroy, Lampasas; R. W. "Sippi" Ferguson, Frontier, Hobbs; Francis Hardwick, Star, Hereford; C. C. Caldwell, Lubbock; Mickie Horton, Beltonian, Belton, all in Texas; and Dick Whitley, Mid-Central Theatres, Manhattan, Kans. . . . We are sorry to learn that Joyce Smith, Southwestern Theatre Equipment, has her name added to the sick list.

Others in visiting were L. C. Tidball, Fort Worth, Tex.; Harry Paul, RCA representative, Atlanta; C. M. Reagan, general sales manager, Loew's; R. D. Leatherman, Border Theatres, Mission, Tex.; Bob Mann, Texan, Athens, Tex.; Mark Cole, Cole Theatres, Rosenberg, Tex.; H. C. Gunter, Buckhorn Drive-In, Alice, Tex.; and Albert E. Sindlinger, Ridley Park, Pa. Sindlinger also accompanied Colonel H. A. Cole to Bonham, Tex., where he was the guest speaker at a luncheon.

Duke Clark has been appointed branch manager of United Artists' Dallas exchange and will serve under the supervision of eastern and southern division manager Milton E. Cohen and southern district manager George Pabst. Clark replaces W. C. Hames, who has resigned to form his own business venture outside the film industry.

## Denver

The delegation from Fox Inter-Mountain Theatres attending the National Theatres meeting in Los Angeles was headed by Frank H. Ricketson, Jr., president. Others included Robert Selig, executive assistant and film buyer; Robert Garland, Paul Lyday, Melvin C. Gates, Harry Green, and district managers Ray Davis, Tom Brannan, Harold Rice, and Jack McGee.

William Anderson has installed full stereophonic sound and CinemaScope in the Post, Igloo, S. D., with the sale and installation being made by Western Service and Supply.



★ ★ ★ 1/2 ★ — N. Y.



# THE SEAS FROM

JUST  
RELEASED



ALL NEW

★ ★ ★ — NEWS

For a  
Prosperous  
New Year



## The Sleeping Tiger

HUGH GRIFFITH • PATRICIA McCARRON • MAXINE AUDLEY  
Based on a Novel by MAURICE MOISEWITSCH - Produced and Directed by VICTOR HAMBURY  
Released thru ASTOR PICTURES CORP.



KILLER STALKS HIS PREY BEHIND  
CARNIVAL SCENES!

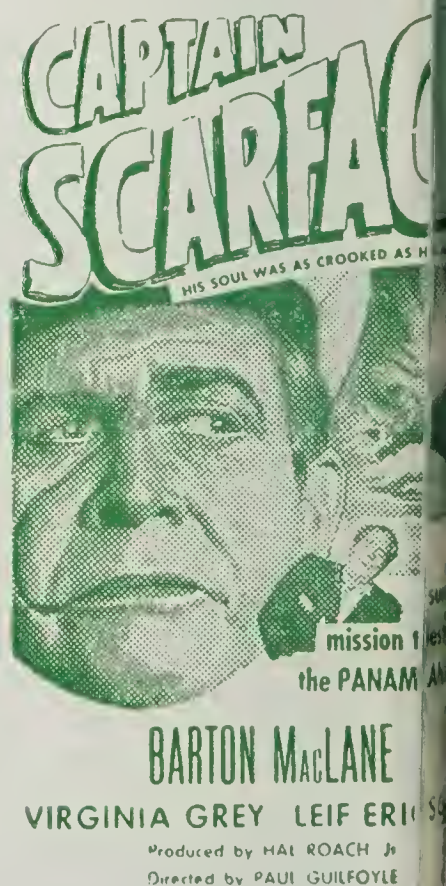
## Girl on the RUN

with RICHARD COOGAN ROSEMARY PETTIT FRANK ALBERTSON Produced by Robert Presnell, Jr. Directed by Joseph Lee and Arthur J. Beckhard

REALART PICTURES, 1120 High St., Des Moines, Ia.  
UNITED FILM EXCHANGE, 120 W. 18th St., Kansas City, Mo.  
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INDEPENDENT FILM DIST.,  
72 Glenwood Ave., Minneapolis, Minn.



CAPITOL FILM CO., 1301 S. Wabash Ave., Chicago, Ill.  
ASTOR PICTURES CO., Harwood & Jackson Sts., Dallas, Tex.  
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VIRGINIA GREY LEIF ERIKSON  
Produced by HAL ROACH Jr.  
Directed by PAUL GUILFOYLE



ILY NEWS—★ ★ ★

An Intimate Study  
in Passion and  
Suspense..!

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ASTOR

JUST  
RELEASED

PRODUCTIONS!

Contact  
Your Astor  
Exchange

A THING OF BEAUTY

—Journal American

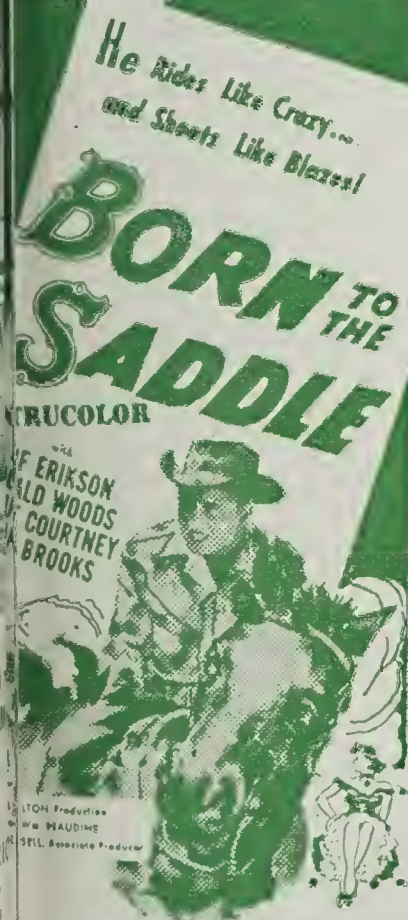
She brought the world  
of fashion to her feet...  
but was the price she  
paid too high?



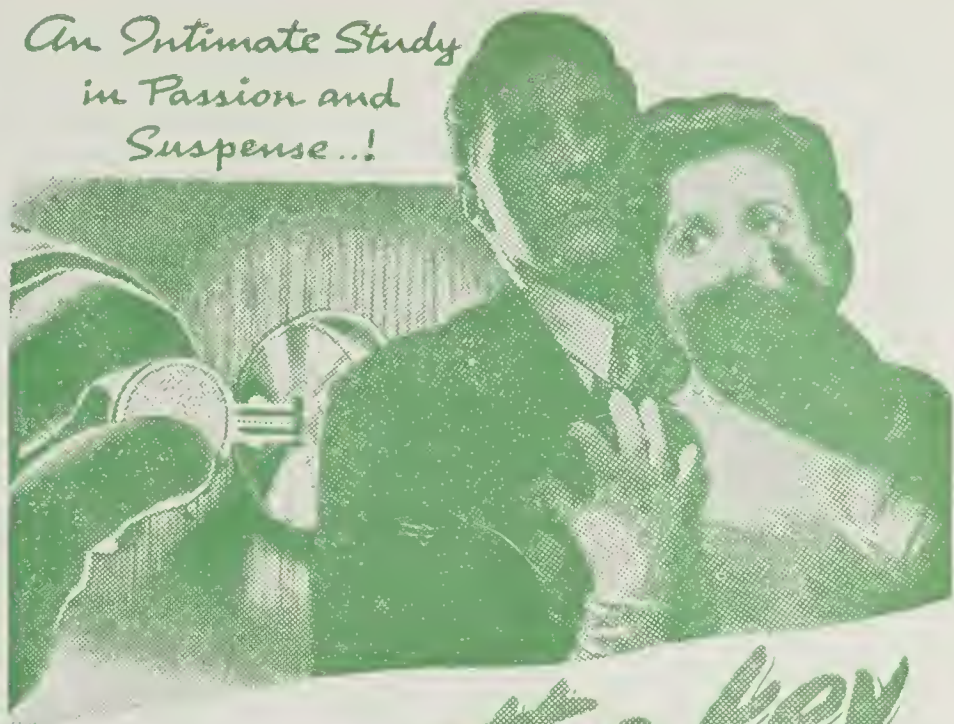
*It Started  
in Paradise*  
TECHNICOLOR

starring  
JANE HYLTON IAN HUNTER  
TERENCE MORGAN  
MURIEL PAVLOW  
MARTITA HUNT

with KAY KENDALL  
SCREENPLAY BY MARGARITA LASKI  
PRODUCED BY SERGEI MOLBANDOV and LESLIE PARKIN  
DIRECTED BY COMPTON BENNETT  
A MOLBANDOV-PARKIN PRODUCTION



AVORITE FILM EXCHANGE,  
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*Turn the Key  
Softly*

From the novel by  
JOHN BROMPT

YVONNE MITCHELL  
TERENCE MORGAN  
JOAN COLLINS  
KATHLEEN  
HARRISON

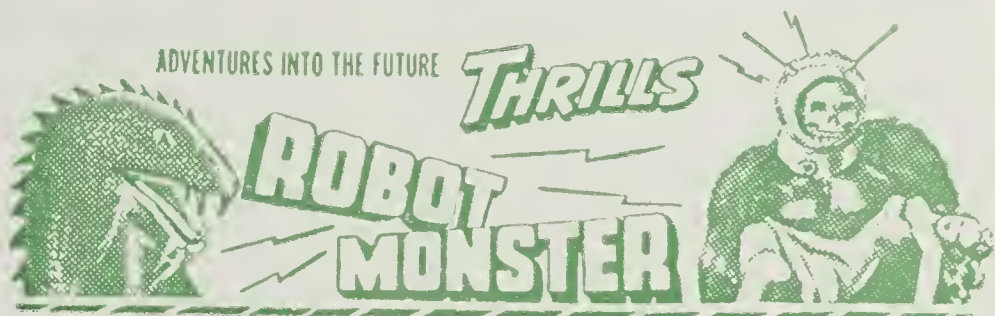
Screenplay by JACK LEE and MAURICE COWARD  
Directed by JACK LEE  
Produced by MAURICE COWARD



Was This  
The Perfect  
Crime?

3

TOM CONWAY  
STOPS  
TO  
*MURDER!*



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His Twin Colts Spoke With Thunder That Rocked An  
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"RETURN OF THE  
PLAINSMAN"

starring CHIPS RAFFERTY



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Glen Fergusson, manager, Babcock, and assistant city manager, Fox Iter-Mountain Theatres, Billings, Mont., was promoted to city manager at Nampa, Idaho, succeeding Floyd Vanderpool, who had resigned. . . . Alice Berb, MGM bookkeeper, and Delbert Tolan were married. . . . Pat McGee, Cooper Foundation Theatres general manager, went to Oklahoma City for a week on theatre business.

Tom Grady, MGM master booker, was in from New York. . . . Jules Chapman, United Artists' head of branch operations, was in from New York conferring with M. R. Austin, branch manager, on exchange activities.

Seen on Film Row were Merle Gwinn, Benkelman, Neb.; George Allan, Jr., North Platte, Neb.; Carman Romano, Louisville, Colo.; Derald Hart, Colorado Springs, Colo.; Reuben Stroh, Telluride, Colo.; Russell Schulte and Pete Laney, Casper, Wyo.; C. E. McLaughlin, Las Animas, Colo.; Elden Menagh, Fort Lupton, Colo.; William Simons, Del Norte, Colo.; and Bernard Newman, Walsh, Colo.

## Des Moines

Nathan K. Thon, 52, manager of the theatre at Coon Rapids, Ia., was fatally injured when his car struck a barricade and overturned near Coon Rapids. Thon died in a Carroll hospital several hours after the accident. The trade offers sincere condolences to his family.

Members of the Clinton motion picture operators local 332 and officials of Central States Theatre Corporation are reported to have reached an agreement on a new four year contract with a wage boost after the local had taken a strike vote. Originally the theatre circuit had offered a five-cents an hour boost.

The Schaller theatre building, Schaller, Ia., has been sold to J. D. Currie. The previous owner was Mrs. Abbie Feldhans, but the house has been closed since September. . . . Mrs. Paul Swanson, who attempted to operate the Collins, Collins, Iowa, since the recent death of her husband, has closed the theatre because of lack of patronage. Mrs. Swanson also operates a theatre at Maxwell, Iowa, where she resides.

A stockholder in the K and L Theatre Corporation, former operators of the Town, Cedar Rapids, Iowa, has filed a suit at Cedar Rapids, asking for an accounting against the other stockholders. Julian H. King, Jr., Des Moines, filed the suit against the corporation. His petition claims that certain funds were not made available to the corporation after it was sold.

An effort is being made by the American Legion at Nashua, Iowa, to reopen the theatre which was closed last month by the operator because of a lack of patronage. The Legion plans to operate the house four nights a week. . . . Bill Farrell has purchased the Rex, Scranton, Iowa. . . . The theatre at Ringsted, Iowa, has been sold by Leslie Larson to Harold Kramer, Whittemore, Iowa, who will operate it.

Jack Kennedy has been appointed branch manager, it was announced by Morey R. Goldstein, Allied Artists' general sales manager. Kennedy was formerly branch manager for MGM until 1948, at which time he acquired a small circuit of theatres. He has since disposed of these theatres and will now devote all his time to distribution. Charles Elder, acting branch manager, will take over the booker's position.

## Kansas City

Jack Hillyer, director of public relations for United Film Service underwent major surgery at St. Luke's Hospital. . . . Mary Morrow, L and L Popcorn office manager, is vacationing in Random Lake, Wis., visiting her brother. . . . Visitors were John Basher, Topeka, Kans.; Al McClure, Wichita, Kans.; Jim Cook, Maryville, Mo.; Bob Fellers, Manhattan, Kans.; M. S. Heath, Liberty, Mo.; and C. S. Schafer, Blue Rapids, Kans.

Walter Bibb, president, Excelsior Pictures Corporation, New York, and producer of "Garden of Eden," visited for a few days with his local distributor, W. H. Gaffney. Gaffney, owner and operator, Dixie Enterprises, went to Chicago for Filmmakers franchise holders meeting at the Blackstone Hotel.

A tentative date of March 8-9 has been set for the KMTA spring drive-in session. . . . Marty Landeau, owner and operator, Liberty, Horton, Kans., will be married to Jeanne Roberts. After a honeymoon in New York City, the couple will make their home here. . . . M. A. Levy, 20th-Fox division manager, was a visitor at the local exchange.

Jack Frost, recently appointed Walt Disney representative for Kansas City, Omaha, and Des Moines, died in Moline, Kans. He had been a resident of Kansas City for about four years, coming from Green Bay, Wis. . . . Virginia Pequeno has been employed at MGM as booking clerk, and Jan Gagel as secretary to Al Adler, assistant manager.

## Los Angeles

The Fillmore, Fillmore, operated by Gordon West, has been assigned to Exhibitors Service for the buying and booking of product. . . . The Victoria, operated by Ray Robbins, who also has the Midway, has been shuttered. . . . Tom Muchmore has taken over the operation of the Carlton from Freddie Dee. . . . Mrs. Roy von Kleist, formerly Margaret Murphy, Warners secretary, returned from a honeymoon in Ensenadas, Cal.

Off to Arizona on a two week selling jaunt was George Tripp. . . . An expanded business program, including a \$300,000 advertising research fund, is planned by National Theatres, Inc., Elmer C. Rheden, new president of the circuit, has announced. National Theatres, of which Fox West Coast is a subsidiary, also is planning the acquisition of new theatres, subject to the approval of the Department of Justice. . . . On the Row from out of town were Ben Brenstein, Palm Springs; and Joe Markowitz, Encinitas, Cal.

## Milwaukee

Mrs. Tony La Porte, wife of Tony, who operates the Avalon and Franklin, is in Mercy hospital. . . . Ray Trampe returned from a stockholders meeting of Allied Artists in California.

The Zenith, one of the oldest theatres on the northwest side, is closed and has been purchased by Rex Valdez who is using same for faith healing purposes and sermons. Valdez formerly used the State.

The Blue Mound Drive-In, Elm Grove, Wis., which incidentally is the oldest drive-in in the district, is still running. Dick Grede, manager, is the possessor of a new 1954 Buick.

Allen Usher, Woods, Woodruff, Wis., spent a week visiting friends and booking on Film Row. Allen was Paramount manager for many years.

Harry Oshan, branch manager, Columbia, advises that prints for "This Is Your Army" will be available soon. . . . Jack Frackman, Republic, is in Mount Sinai Hospital, rushed there on account of a ruptured appendix. Last reports are that he is doing nicely. . . . Estelle Steinbach is now head of public relations, Wisconsin Fox Amusement Corporation.

Miss Helen Brunner, head, Fox-Wisconsin advertising department, has returned from a two weeks vacation in New York City. . . . Gerald Luedtke, manager, Rio, Appleton, Wis., advises that his theatre celebrated its 25th anniversary in November.

Frank Lesmeister, Blair, Blair, Wis., is completing a remodeling project and will include CinemaScope equipment at a cost of several thousand dollars. . . . Louis Orlove, exploiter for MGM, advises that his secretary, Rosemary Coralline, has resigned to raise her family.

Nick Johnson and Harry E. Tope, operating the Strand, Manitowoc, Wis., and the Wisconsin and Majestic, Sheboygan, Wis., were named as defendants in four percentage suits brought in federal court. The actions were by Loew's, 20th-Fox, United Artists, and RKO.

## Minneapolis

MOTION PICTURE EXHIBITOR is happy to retract a report that Herman Frajola, operator, Lyceum, Gilbert, Minn., had passed away following a heart attack. Apologies are made for the erroneous statement.

Northeast Theatre Service is handling sales and distribution for "Reaching From Heaven," produced by the Missouri Synod of the Lutheran church, and Laurel and Hardy's new starrer, "Utopia," it was announced by Bill Soper, manager of film distribution. . . . M. A. Levy, 20th-Fox midwest district manager, was in Kansas City. . . . 20th-Fox held its Christmas party in the exchange.

Verna Chaffee, who recently took over the Roxy, Hinckley, Minn., from Henry Gangelhoff, was a recent visitor on Film Row. Other out-of-town exhibitors in were Paul Perrizo, Blue Earth and



Winnibago, Minn.; Don W. Gilbert, Harvey, N. D.; James Kline, Murdock, Minn.; Al Smith, Winna and Rochester, Minn.; George Jonckowski, River Falls, Wis.; and Herman Joachim, Laverne, Minn.

Condolences to C. J. (Fay) Dressell, branch manager, RKO, whose father passed away at Sioux City, Iowa. . . . Harry Sears, MGM Minneapolis press representative, left the exchange to join Filmack, Chicago. . . . Ralph Maw, MGM midwest district manager, was in Chicago setting up plans for another sales drive. . . . Ben Marcus, Columbia midwest district manager, was in.

Grandview, St. Paul neighborhood house, has been having an "Academy Award Movie Parade" featuring old hit pictures. Gimmick started out with "Gentlemen's Agreement" and "The Snake Pit." . . . William Knowles is the new assistant manager, RKO Orpheum, replacing Laverne Huntsinger, who became house manager of the Century. . . . Leonard W. Wood, assistant manager, RKO Brandeis, Omaha, resigned.

Merchants at Howard, S. D., are sponsoring free shows for kids on Saturdays at the Paramount, Howard, Minn. . . . Theatre owners throughout the zone are taking up collections for the Variety Heart Hospital on the University of Minnesota campus. Reid H. Ray, Film Industries, St. Paul, made the trailer for the collection gratis.

Some \$30,000 recently was spent in refurbishing and renovating the Lyceum, St. Paul, and installing CinemaScope, according to Clyde Schmidt, manager. . . . More than 200 exhibitors from South Dakota and adjacent areas in Minnesota and Iowa were expected for the annual convention of the South Dakota Motion Picture Exhibitors in Sioux Falls. Harold Boyd was chairman of the reservations committee.

Earl Beck, manager, Minot Outdoor, Minot, N. D., joined the sales staff of radio station KCJB, Minot. . . . The Lake, Heron Lake, Minn., has completed an extensive remodeling job including a new cry room. . . . Merle Burns recently celebrated the 42nd anniversary of the opening of the Roxy, Menno, S. D. . . . Gareth Bolton has been named manager, Badger, Merrill, Wis. . . . The Orpheum, Ada, Minn., has been renovated and redecorated.

## Oklahoma City

Eddie Thorne, C and R Theatres, just returned from Denver. . . . Video Independent Theatres has made Robert L. Getter city manager of the Tee Pee Drive-In, State, and Criterion, Sapulpa, Okla. Getter replaces Jimmy Zarteludes, who has retired. . . . Palace, Silverton, Tex., has been transferred from the Oklahoma branch to the Dallas branch. . . . The name of the Tiger, Konawa, Okla., has been changed to the Shirley. . . . Aaron Brown has sold the Eastside to Nutter and Fleming, and the A and O Booking Service will do their buying and booking.

J. L. Guiles, branch manager, Republic, is sporting a new red Ford. . . . C. H. "Buck" Weaver, Paramount branch manager, has a new air-conditioned DeSoto.

Problems of the motion picture industry were aired during the 37th annual convention of Theatre Owners of Oklahoma, Inc. Among the key speakers were E. Martin, Columbus, Ga., president, Theatre Owners of America, Inc.; Si H. Fabian, New York City theatre magnate; Pat McGee, Denver, TOA vice-president; and R. J. O'Donnell, Dallas, vice-president, Interstate Theatres.

Reggie Pappas, branch manager's secretary, and Blanch Camp, cashier, Paramount, won \$25 each on the SMU-Notre Dame football game.

Delveta Armstrong, Paramount biller, has a new Pontiac. . . . Morris Lotven has sold the Ritz, Jenks, Okla., to L. A. Pense, Tulsa, Okla. . . . Helen Kirk, Paramount ledger clerk, and her husband have bought a new home.

Bob McKissic, Paramount shipper, and his family made a flying trip to Indianapolis to spend Thanksgiving with his mother. . . . Fran Johnson, Paramount contract clerk, spent Thanksgiving with her mother in Minco, Okla.

Out-of-town exhibitors seen on Film Row were Melville Denner, Circle, Waynoka, Okla.; Garland Wilson, Shattuck-Elco Drive-In, Shattuck, Okla.; Beaty Chronister, Washita, Hammon, Okla.; Don Abernathy, 89'er, Kingfisher, Okla.; Paul Covey, Laverne, Laverne, Okla.; Virby Conley, Ellis, Perryton, Tex.; J. Rudolph Smith, Royal, Mount View, Okla.; C. L. Lance, El Rancho, Ringling, Okla.; Brownie Trader, Dill, Dill City, Okla.; V. A. Wilkinson, Ritz and Joy, Comanche, Okla.; Roy T. Shield, Sooner, Enid, Okla.; Volney Hamm, Mount Scott Drive-In, Lawton, Okla.; Earl Rains, Rialto, Fort Cobb, Okla.; H. T. Burns, Opera House, Apache, Okla.; Don Cole, Bison, Buffalo, Okla.; G. E. Ortman, Ortman, Hennessey, Okla.; and Mrs. E. H. Hogland, Wolf, Lone Wolf, Okla.

## Omaha

Newly elected officers of the Variety Club of Omaha, Tent 16, are J. Robert Wolf, chief barker; Max Rosenblatt, first assistant; Don Hammond, second assistant; Walter Creal, property master; Henry McGrath, dough guy; and Glenn K. Slipper, international canvasman.

The Vogue, Friend, Neb., owned by Wally Johnson, has reopened, as has the Moon at near-by Wilber. . . . Dick Marvel is redecorating the lobby of the Riviera, St. Paul, including tile flooring, boxoffice changes, and recarpeting the foyer. . . . The Warners office party is scheduled for Dec. 20. . . . New staff members include Zaida Daisley, Republic contract clerk; Richard Faris, RKO booker; Joan Kantor, Warners stenographer; and Betty Lesan, MGM booker's clerk.

Hob Hirz, manager, Cass, Plattsmouth, Neb., is installing an eight lane bowling alley in the American Legion Club in partnership with two other Plattsmouth men. . . . Iz Weiner, U-I branch manager, had as house guests his wife's sister and her family, Mr. and Mrs. Hy Freedman and daughter Julie.

Opal Woodson, United Artists office manager, reported she had a fruitful trip to Washington as one of Omaha's representatives to the United Cerebral Palsy Association convention. The other Omahan was Bernard Dudgeon, West Dodge Drive-In manager. They are leaders in a move to add a young adult cerebral palsy unit to the Omaha organization. . . . United Artists salesman Cal Bard is laid up with an injured knee as the result of an auto collision near Wahoo.

## St. Louis

Hall Walsh, Southern Prairie district manager, Warners, was in Kansas City. . . . Out-of-town exhibitors seen along Film Row include Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill.; Forrest Pirtle, Jerseyville, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Caesar Berutt, Rolla, Mo.; William Collins, DeSoto, Mo.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Charley Beninati, Carlyle, Ill.; Bill Griffin, Cairo, Ill.; Eddie Clark, Metropolis, Ill.; Bob Johnson, Fairfield, Ill.; and Edward Morgan, manager, Temple, Staunton, Ill.

Glenn Boner resigned his position with the St. Louis Theatre Supply Company to rejoin the A. V. Cauger Service, Inc., as its representative in charge of the central Illinois territory.

Several educational and civic groups have been presented with prints of the new full color motion picture on St. Louis titled "The Spirit of St. Louis," produced by the Southwestern Bell Telephone Company.

"Father Lord Day" was observed on the campus of St. Louis University in honor of Reverend Daniel A. Lord, a victim of lung cancer with a comparatively short period of his life still allotted to him. He will be recalled by the film industry as the author of the Production Code.

Frank E. Wagner, assistant shipper, Columbia, is a grandfather again. When Pamela Wagner, daughter of Merle Wagner, was born, it raised Frank's group of grandchildren to two grandsons and six granddaughters. . . . LaDonna Dement, wife of Harold Dement, assistant shipper, Columbia, became a member of the Eastern Star. She is a daughter of Walter Lee, head shipper, Columbia.

Now it can be told officially, Eddie Fisher, record, radio, and television singing star, gave all of his fee for the appearance of the St. Louis Variety Club's Harvest Moon Festival to various charities and in addition paid all of his expenses and those of his group in connection with the club's charity fund raising show. Fisher had a contract for \$5,000 covering the afternoon and evening appearances at the Fox. However, Edward B. Arthur, chief barker, was informed that Fisher had reduced his fee to \$3,500, and in addition, through his manager, informed Arthur that he would like to have \$1,000 of his \$3,500 sent to the Washington Variety Club for its Heart Fund activities, and the remaining \$2,500 be turned over to other charities.



Cliff Mantle, who through the years has operated theatres, drive-ins, independent exchanges, etc., recently joined the 20th-Fox sales staff. . . . Twentieth-Fox had a trade showing of "Carmen Jones" at the Fox Lincoln, Springfield, Ill.

In Fulton, Ky., construction is under way on a new drive-in to provide accommodations for some 300 automobiles. The owner is Doby B. Stout, Cairo, Ill.

In Mount Vernon, Ind., the New Vernon, owned and operated by Southern Enterprises, is installing new CinemaScope lenses, apertures, and a new wide-screen.

In Perry, Mo., the Mark Twain, owned and operated by C. K. Paisley, was scheduled to close. . . . In Stonington, Ill., the Roxy, owned and operated by Ray Bell, Blue Mounds, Ill., was closed.

In Centralia, Mo., a wide RCA Dynalite screen and lenses for the presentation of CinemaScope has been installed by the St. Louis Theatre Supply Company in the Vista, owned and operated by Emil F. Bebermeyer.

In Belleville, Ill., Gene Autrey Browning, 17, and Clarence E. Wilson, 27, reportedly have confessed to entering the Sharon, Bunker Hill, Ill., taking among other things a gun belonging to the theatre owner, Thomas A. Baker.

In Houston, Mo., the Sunset Drive-In, 350-car capacity, opened by Hubert E. Lay, has been sold to R. D. Fischer, Willow Springs, Mo., who also owns and operates the Melba.

In Clayton, Mo., a certificate of incorporation has been granted to the Holiday Amusement, Inc., which will own and operate the Holiday Drive-In now under construction. Under its charter the new company is authorized to issue up to 10,000 shares of \$10 par value stock. The incorporators are S. L. Jablonow, M. Komn, and J. Jablonow.

Wayne W. Stephenson, Paramount salesman, was elected to serve as president, St. Louis Loge 19, Colosseum of Motion Picture Salesmen. Stephenson, formerly vice-president, had been serving as president since Ray McCafferty resigned following his appointment as branch manager for Republic. The other officers are vice-president, Jim Hill, Warners, and secretary-treasurer, Louis H. Ratz, Jr., RKO.

The North Drive-In, on Route No. 67, just north of Jennings road in St. Louis County, has closed for the season. It is owned jointly by Clarence Kaimann and the Wehrenberg Circuit.

The 66 Park-In on Route No. 66, east of Lindbergh Drive, near the Sappington Road, owned by the Wehrenberg Circuit, for the winter will open only on weekends. This circuit had previously closed its Ronnie's Drive-In on Lindbergh Drive at Baptist Church Lane, but plans to operate its recently opened South-Twin Drive-In adjacent to the Lemay Ferry and Buckley Roads in St. Louis County through the winter. That drive-in is equipped with 300 in-a-car heaters.



Bill Dumes, owner, Park, Tucson, Ariz., recently tied up with the Tucson Horseless Carriage Club for the loan of some ancient automobiles; and held a contest in the schools and a local model and hobby shop to arouse interest in old cars to create interest in U-I's "Genevieve." He also had a letter writing contest with the schools on the topic "Why I Am Glad My Name Is (or is not) Genevieve."

The Broadway Drive-In adjacent to the 4300 block of South Broadway, the only drive-in within the city limits of St. Louis, has also gone to the Fridays, Saturdays, and Sundays only routine for the time being. This drive-in is owned by Mayor Ray Parker, Brentwood, and associates. A similar weekends only policy is being used by the Moto-Vu Drive-In, Warrenton, Mo., owned and operated by William Zimmerman, who also owns and operates the Vita, Warrenton. The 61 Drive-In, Pevely, Mo., is running only on Saturdays and Sundays.

## Salt Lake City

Moroni Olsen, noted Utah actor who died recently in Hollywood, left his scrap and press books to the University of Utah. Roy B. Gibson is utilizing the material in research on the Moroni Olsen Company, which toured Utah and the northwest during the 20's. . . . Harold Wirthwein, western division manager, Allied Artists, visited with Don Tibbs, branch manager, and the local Allied Artists' exchange. . . . Harold Green, branch manager, Columbia, has been named manager, Los Angeles exchange. His successor has not yet been announced.

Theatre men of the area have voted to affiliate with Theatre Owners of America. At a meeting at the Hotel Utah, they selected a committee to probe organizational problems and report to a future meeting of showmen. The committee includes Roger Mendenhall, Boise, Idaho, chairman, and David K. Edwards, Hal Hawk, and O. J. Hazen, Salt Lake City, and I. H. Harris, Burley, Idaho. More than 70 showmen from Utah, Idaho, and parts of Nevada, Wyoming, and Montana attended all-day sessions. They heard messages on theatre problems from officers of TOA, including E. D. Martin, and Walter Reade, president and chairman, respectively; Joe Rosenfield, Spokane, Wash.; and Carl Anderson, Kalispell, Mont., Intermountain representative.

Ralph Trathen, who recently leased the Holladay, Holladay, Utah, from the Consolidated Circuit, has also leased their theatres in Gooding and Ketchum, Idaho.

## San Francisco

Paramount started a series of meetings to discuss handling campaigns and programs for their product lineup of 1955.

Betty Gamble, head booker, U-I, is at Mount Zion for surgery. . . . New in the shipping department, U-I, is William Wells, who just checked out of the army. . . . Mel Wasserman, booker, U-I, married Diane Mendleson, daughter of William Mendleson, United Artists, Los Angeles.

L. S. Hamm and Walter Preddy purchased the Vacaville, Vacaville, Cal., from Phil Zenovitch and Jesse Levine. Roy Cooper will do booking and buying for the house. Hamm and R. A. McNeil have developed a track called Ferris Gardens, Novato, Marin County, Cal. . . . Robert Patton has turned booking and buying for the Uptown, Sonoma, Cal., and his Calaveras, San Andreas, Cal., over to Roy Cooper. . . . Eric Wilson, head buyer, Blumenfeld Theatres, is at Marin General Hospital.

Ray Moon, assistant general sales manager, U-I, has been at the local exchange. . . . Jack Craik, 44, well known to the industry because of his long ownership of Poor Richard Engraving, died at his home in Mill Valley, Cal.

Variety Club of Northern California, Tent 32, named as the 1955 crew, George Mitchell, chief barker; Marshall Naify, first assistant; Henry Nasser, second assistant; Stanley Lefcourt, property master; and Leslie Jacobs, dough guy. Al Grubstick is international representative.

## Seattle

Northeast Releasing Corporation has completed negotiations to take over the Denver and Salt Lake territories on "Karamoja," with additional areas to be announced soon. . . . Howard D. McBride has assumed the operation of the Grenada, Spokane, Wash. Joe Rosenfield was the former operator.

J. M. Haines is the new owner Alpine and Auto Drive-In, Colville, Wash., and the Avalon, Chewelah, Wash., formerly owned by Max Hadfield, who is going to California. . . . Bob Walker, Allied Artists salesman, returned from a trip to eastern Washington. . . . Reville Kniffin, 20th-Fox assistant district manager, was in from Los Angeles.

The Olympic, Forks, Wash., owned by Mrs. Fletcher, opened with CinemaScope. . . . Allied Artists steno Georgia Del Bianco spent Thanksgiving in Spokane, Wash. . . . Jack J. Engerman and Zollie Volchock, Northwest Releasing Corporation, returned from a business and pleasure trip to California. They spent four days at the El Rancho Vegas, Las Vegas, Nev., with Victor Mature and while there met Esther Williams, Sally Rand, Tommy Noonan, William Tolman, and others. In Los Angeles, they held conferences with Lippert, Filmmakers, Kroger Babb of Hallmark Productions, and other producers. . . . Mid-State representatives in were John Doer, Pete Penagoes, Howard McGhee, and Ed Hickey.



## NEWS OF THE

## Territory

Boston  
Crosstown

The Independent Exhibitors, Inc., of New England convention was smaller in numbers than in other years, due to the first blizzard of the season, yet the members who did attend felt that they had gained a great deal. Abram F. Myers was the first speaker. He spoke on toll television, warning of the threat of this type of entertainment as another strong competitor. The keynote of the convention was film rentals. Irving Dollinger, regional vice-president, Allied, came from New Jersey to handle this subject. He made a strong appeal that every exhibitor thoroughly know his rights under the consent decree. There was an open discussion on the question of increasing admission prices for certain big pictures. Certain exhibitors felt that the public would be warned that a picture playing regular prices would not be good if this practice were a regular policy. Dollinger said, "Find the minimum and maximum prices your theatre can stand and keep within them. Our greatest problem is film rentals, but we are merchants with competition and we must not lose sight of this fact. We can never revive the movie-going habit, unfortunately. There is too much competition for the entertainment dollar today. But we can create the desire for your patrons to come to your theatre. I would raise the admissions for certain pictures whether you bought them flat or on percentage." Julian Rifkin reported on the drive-in clinic. He proposed that National Allied send out weekly bulletins advising members of the current problems around the country.

There will be plenty of venison and bear steaks in the Lyman O. Seley home for the remainder of the season. Seley, division manager, Manley Company, and two friends spent a week hunting in Millinocket, Me., and came home with two deer and a bear. . . . Max Levenson, president, Levenson Theatres, has been ordered by his doctors to stay home for a rest.

Sympathy to Ernest Warren, Paramount, Needham, and Strand, Clinton, Mass., in the death of his mother, Mrs. Henrietta Warren Clough. . . . Fred Bragdon, former salesman, Columbia, and more recently sales manager, Times Film Corporation, has left the industry. He has joined the Old Town Corporation in the New York office where he is national account sales executive.

While Johnnie Ray was in town for a week's engagement at Blinstrub's night club, he was grabbed by 20th-Fox for press and radio interviews. He has a starring role in his first film, 20th-Fox's "There's No Business Like Show Business," which is the Christmas film at the Keith Memorial. Phil Engel, 20th-Fox publicist, took the opportunity to arrange several teen-age meetings.

MGM Workshop Draws 350 Exhibs;  
Promotion Ideas, New Films Stressed

BOSTON — More than 350 exhibitors and managers attended the MGM Ticket Selling Workshop at the Hotel Bradford, coordinated by Mike Simons, director of customer relations for Loew's, Inc.

The proceedings were opened by Benn Rosenwald, branch manager, MGM. He introduced John Byrne, eastern division sales manager, who in turn introduced Simons.

"Ticket selling depends strongly on the friendly relationship between the exhibitor and the newspaper advertising staff," Simons said, in presenting the first speaker, Jack Hamilton, theatre advertising manager, The Boston Globe. "Keep your theatre advertising clean and truthful," advised Hamilton.

Spero Latchis, head, Latchis Circuit, Vermont, asked from the floor, "Why do newspapers charge more for theatre ads than, say, chain stores or similar space?" Hamilton answered that although he doesn't set the price regulations, local theatres receive a lot of free space in the papers which they pay for indirectly.

Norman Knight, executive vice-president, Yankee Network, said, "MGM deserves a lot of credit for arranging this workshop program. Out of this can come only increased ticket sales and increased profits. The Yankee Network has a fine record of cooperation with your industry. The quality in pictures has improved to a point I could never have believed." He paid tribute to the distributors for their efficiency.

Following a luncheon, Emery Austin, head of the advertising, promotion, and

exploitation department for MGM, explained the functions of exploitation and promotion services. A Roadmaster bicycle was won by Dom Messenger, trade paper reporter.

The first speaker in the afternoon session was Mrs. Alice Gorham, head, department of ticket selling, United Detroit Theatres, who gave out a number of theatre advertising displays and helpful hints as well as showing attractive ads used in the Detroit newspapers.

Irving Clumb, managing director, Riverside, Milwaukee, warned his listeners that "You are the center of the community activity and you are respected in this community. Advertising and promotion is very important but it is really a sideline. Getting your customers into your house and keeping them happy is the most important mission for you." He went into some of the exploitation gimmicks he has used with success in his theatres. He urged all managers to stress newspaper advertising and put in their original ideas along with those from the press books.

The last speaker was Perry Reavis, head of promotions for 100 theatres in the North Carolina area. He described his exploitation gimmicks and methods in smaller situations.

The meeting attracted representatives from nearly every circuit in the area. From the MGM publicity staff came Arthur Canton, eastern division publicist; Charles Fellerman, New York representative; Ed Gallner, Philadelphia; Steve Pirozzi, Buffalo; and Floyd Fitzsimmons, this city.

The Fields Corner, Dorchester, Mass., is no longer standing. It was razed a few weeks ago, and the land is now for sale for other purposes.

Richard Rubin, who has designed and laid out several drive-ins in New England is engineering the Tri-Town Drive-In for Edwin Fideli. The excavating has already begun on this 800-car open



Stanley Blinstrub, owner, Blinstrub's Restaurant and night club, recently entertained Johnnie Ray, appearing at the club. Seen, left to right, are Blinstrub, Ray, John Feloney, sales manager, 20th-Fox; and James M. Connolly, northeastern division manager, 20th-Fox. Ray appears in 20th-Fox's "There's No Business Like Show Business" coming to the Keith Memorial, Boston.

airer, with an early spring opening planned. . . . Major Theatre Equipment Company has installed CinemaScope equipment and new stage draperies in the Capitol, Winchendon, Mass., and the Gilbert Stuart, Riverside, R. I.

Eliminations announced by the Bureau of Sunday Censorship included "Bowery To Bagdad," parts 1 to 7, Allied Artists (Deletions: Cut to flash Cindy's breast exposure after entrance into Louie's Place. Eliminate Cindy's breast exposure without fan at soda fountain. Eliminate dialogue, "Music from south to boudoir," in part 3). "West Of Zanzibar," parts 1 to 10, U-I, (Deletions: Eliminate dialogue, "A nigger, even," in part 6). "Woman," (Italian), parts 1 to 8 (re-screening) Deletions: Eliminate scene showing Nando opening door to bathroom showing Paola wrapped in bath towel, in part 3; English titles beginning with "Remember when I left so hurriedly two years ago?" to and including "Come, the food's getting cold," in part 6; Italian dialogue beginning with "Oh, Anna, Tu non sai" to and including, "Ma Pensaci bene prima di stasera, andiamo, adesso e piu di mezz'ora che e pronto in tavola," in parts 6 and 7; all English titles beginning with "What's between Paola and Riccardo?" to and including "Nando! . . . You, too?" in

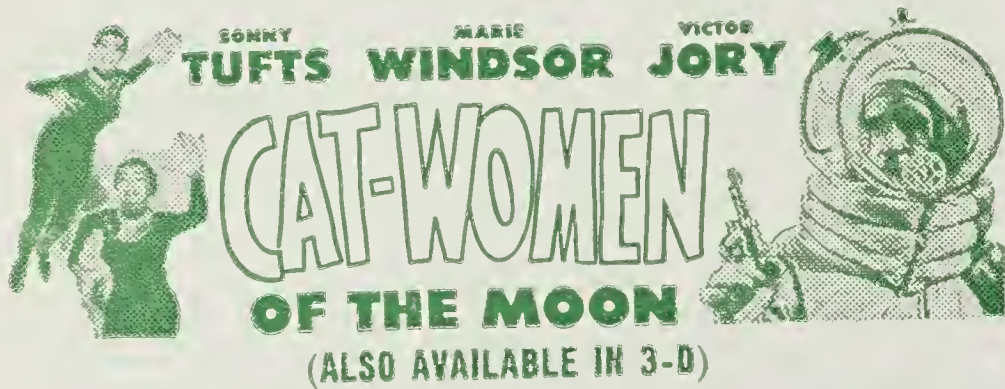
(Continued on page NT-7)





## The Sleeping Tiger

HUGH GRIFFITH • PATRICIA MCCARRON • MAXINE AUDLEY  
Based on a Novel by MAURICE MOISEWITSCH • Produced and Directed by VICTOR HANBURY  
Released thru ASTOR PICTURES CORP.



★ ★ ★ 1/2 ★ — N. Y.

# THE SEAS FROM

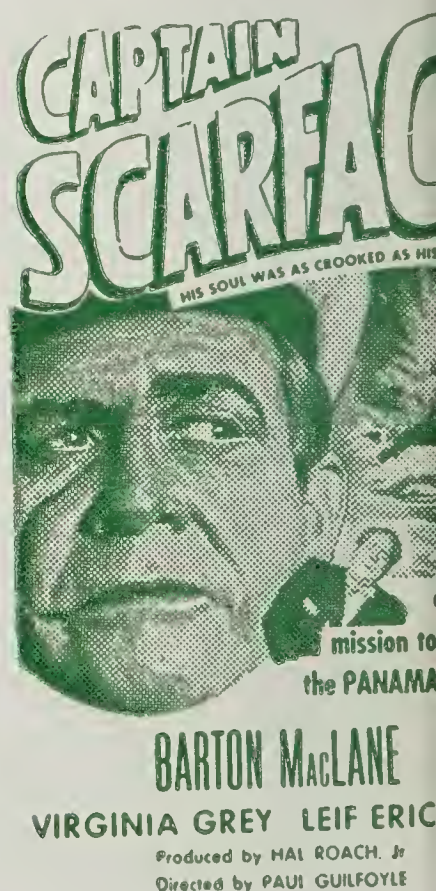
JUST  
RELEASED

ALL NEW

★ ★ ★ — NEWS



For a  
Prosperous  
New Year



REGAL PICTURES OF NEW ENGLAND • 246 S



DAILY NEWS—★ ★ ★

# ON'S BEST ASTOR PRODUCTIONS!

Contact  
Your Astor  
Exchange

He Rides Like Crazy...  
and Shoots Like Blazes!

## BORN TO THE SADDLE

TRUCOLOR

with LEIF ERIKSON  
DONALD WOODS  
BUCK COURTNEY  
AND BROOKS

A THING OF BEAUTY  
— Journal American

She brought the world  
of fashion to her feet...  
but was the price she  
paid too high?

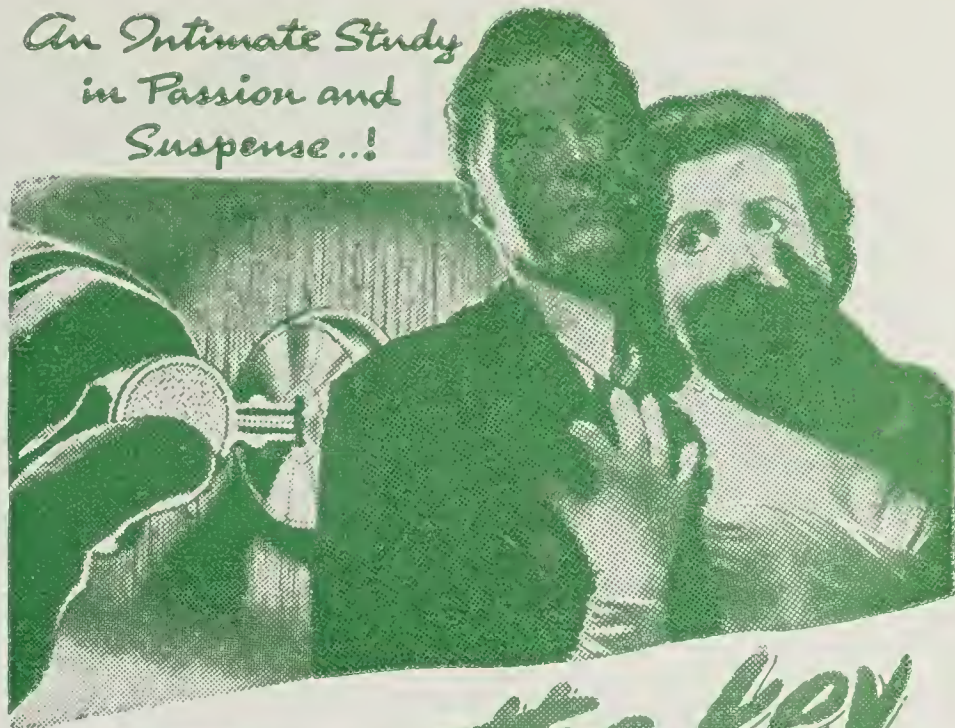
## It Started in Paradise

TECHNICOLOR

starring  
JANE HYLTON IAN HUNTER  
TERENCE MORGAN  
MURIEL PAYLOW  
MARTITA HUNT  
with KAY KENDALL

SCREENPLAY BY MARGHERITA LASEI  
PRODUCED BY SERGEI ROZDOLNYY and LESLIE PAKISTO  
DIRECTED BY COMPTON BENNETT  
& ROZDOLNYY-PAKISTO PRODUCTION

An Intimate Study  
in Passion and  
Suspense...!



## Turn the Key Softly

From the novel by  
JOHN BROPHY

YVONNE MITCHELL  
TERENCE MORGAN  
JOAN COLLINS  
KATHLEEN  
HARRISON

Screenplay by JACK LEE and MAURICE COWARD  
Directed by JACK LEE  
Produced by MAURICE COWARD



Was This  
The Perfect  
Crime?

# 3

TOM CONWAY  
STOPS TO  
MURDER!

ADVENTURES INTO THE FUTURE

## THRILLS

# ROBOT MONSTER

(ALSO AVAILABLE IN 3-D)

His Twin Colts Spoke With Thunder That Rocked An  
Untamed Land

## "RETURN OF THE PLAINSMAN"

starring CHIPS RAFFERTY

rt St., Boston, Mass. • Serving All New England



# Season's Greetings



## *Season's Greetings*

from

### **CAPITOL THEATRE SUPPLY CO.**

KEN DOUGLASS, President  
KEN DOUGLASS, JR., Vice-President  
FRANK GRAY, Treasurer  
ERNIE COMI, General Manager

BILL HAWKINS    E. GOODWIN  
DON FALCO        J. M. GALVIN  
CHARLIE FISH     FRED BRINSTINE  
DON PICKERING   ROBERT REARDON



28 PIEDMONT STREET  
BOSTON 16, MASS.

## **ALLIED ARTISTS PRODUCTIONS**

Extend the

## *Season's Greetings*

HERMAN RIFKIN  
BEN ABRAMS  
JULIAN RIFKIN  
GEORGE ROBERTS  
JERRY CALAHAN  
FRANK HYLAND  
CHARLIE WILSON  
JOHN PAVONE  
BILL PAVONE



39 CHURCH STREET  
BOSTON 16, MASS.

*Season's  
Greetings*

## **SCREEN GUILD and LIPPERT PRODUCTIONS**

AL SWERDLOVE



56 PIEDMONT STREET  
BOSTON 16, MASS.

## **THE VARIETY CLUB OF NEW ENGLAND**

*Extends Christmas Greetings*

## **and pledges for the New Year**

"to keep always in mind our original purpose — to create happiness — by first of all, the health needs of children. By doing so, we are offering to people of all branches of our industry an opportunity for them to continue being part of the JIMMY FUND and all our other worthy charities, which fulfill the highest standards of Americanism."

Chief Barker  
WALTER BROWN

Executive Director  
WILLIAM S. KOSTER

President of the Children's  
Cancer Research Foundation  
ARTHUR LOCKWOOD



*Season's Greetings*

## **UNITED ARTISTS CORP.**

HARRY SEGAL  
AL GLAUBINGER  
AL FECKE  
KEN ROBINSON

MAX BERLONE  
AGNES DONAHUE  
SAM LEVINE  
MIKE SEGAL

JOE MANSFIELD

52 Church Street  
BOSTON, MASS.

*Season's Greetings from*

**JACK and HARRY**

YOUR HOSTS AT

## **HARRY'S SNACK BAR**

53 Church St., Boston 16, Mass.  
71 Parkway, Quincy, Mass.



*"First Run Food at Popular Prices"*



# to All Our Friends

## **SEASON'S GREETINGS**

ARTHUR K. HOWARD

SETH H. FIELD



**AFFILIATED  
THEATRES CORP.**

1103 Park Square Building

Boston 16, Mass.

*Season's Greetings*

## **20<sup>TH</sup> CENTURY-FOX FILM CORPORATION**

JAMES CONNOLLY  
JOHN FELONEY  
JOHN PECKOS  
DICK KELLY  
FRANK KELLER  
MARTIN BERMAN  
SAM BERG  
MICHAEL ZAMAN  
BOB RANCATORE  
PHIL ENGEL



115 BROADWAY  
BOSTON, MASSACHUSETTS

*Season's  
Greetings*

## **AMERICAN THEATRES CORPORATION**



SAMUEL PINANSKI  
President



646 Washington Street  
BOSTON, MASS.



*Season's  
Greetings*

**INDEPENDENT  
EXHIBITORS, INC.**

of  
**New England**



*Season's  
Greetings*

## **DAYTZ THEATRE ENTERPRISES CORP.**



AL DAYTZ  
MICKEY DAYTZ  
JERRY CROWLEY  
ARLENE KISLOFF



260 Tremont Street  
BOSTON, MASS.

*Season's  
Greetings*

## **NEW ENGLAND THEATRES, Inc.**



MARTIN J. MULLIN  
President



260 Tremont Street  
BOSTON, MASS.







*Wishing You All*  
A MERRY CHRISTMAS  
*and*  
A HAPPY NEW YEAR

★  
**NATIONAL THEATRE SUPPLY**

37 Winchester Street  
BOSTON, MASS.

*Season's Greetings*

**Redstone Drive-In Theatres**

MICHAEL REDSTONE

EDWARD S. REDSTONE



260 Tremont Street  
BOSTON, MASS.

*Holiday Greetings*

**Manley, Incorporated**

LYMAN O. SELEY



40 Church Street  
BOSTON 16, MASS.

*Season's Greetings*

**Buena Vista  
Film Distribution Co., Inc.**

110 Arlington Street  
BOSTON, MASS.

HERB SCHAEFER

*Season's Greetings*

**MASSACHUSETTS THEATRE  
EQUIPMENT COMPANY**

20 Piedmont Street  
BOSTON

EDDIE COMI

*Season's Greetings*

**EMBASSY PICTURES CORP.**

JOE LEVINE

JOE WOLF

GEORGE KRASKA



19 Winchester Street  
BOSTON, MASS.

*Season's Greetings*

**UNIVERSAL-INTERNATIONAL**

JOSEPH GINS  
E. MYER FELTMAN  
TOM DONALDSON

FRED SHOHE  
JOE KELLY  
FRANCIS CHARLES



60 Church Street  
BOSTON, MASS.



*Season's Greetings*

**Major Theatre Equipment Corp.**

SUCCESSOR TO JOE CIFRE, INC.

44 Winchester Street  
BOSTON, MASS.

H. DAVID FOX   M. GEORGE PAUL   ARTHUR PORTER  
FRANCIS MORRIS   PAUL NIELSEN  
HOWARD ALCORN   GERALD GLAZER



## Boston

(Continued from page NT-1)

parts 7 and 8; Italian dialogue beginning with "Paola! . . . Cos'e successo tra Luie Paola?" to and including "Nando, anche tu?" in parts 7 and 8). Regal.

## Film District

Bill Kumins, sales manager, Warners, headed the committee for the social dinner dance sponsored by the Motion Picture Salesmen's Club, held at the Hotel Hampton Court, Brookline, Mass. The affair was attended by members, their wives, and guests. John Peckos, 20th-Fox, assisted Kumins.

John More, division manager, Paramount, and Arnold Van Leer, local publicist, have left for a visit to the west coast studios.

In an effort to combine the exchange Christmas parties this year into one gala occasion, Ralph Iannuzzi, branch manager, Warners, arranged to have the ballroom at the Hampton Court Hotel, Brookline, Mass., reserved for the evening of Dec. 22. Most of the companies are entering into this plan although the 20th-Fox, Paramount, and RKO exchanges prefer to have their own private Christmas celebrations.

## New Haven Crosstown

Folks were sorry to hear of the death of Truman Ferguson, manager, Whitney, who died of a heart attack, and also the death in Italy of Mrs. Angelo Tomasino, formerly associated with the White Way. Ferguson was president, Hamden Rotary Club, in 1951 and father of Franklin Ferguson, manager, Whalley, and also Fletcher Ferguson, athletic director of a school at Abbeville, S. C. Mrs. Tomasino is the daughter-in-law of Michael Tomasino, former owner, White Way. Charles Tomasino, Angelo's brother, left for Italy by plane immedi-

ately after receiving word of his sister-in-law's death.

The Probus Club, West Haven, Conn., sponsored a children's show at the Roger Sherman for the benefit of the civic fund, proceeds to be used to meet expenses of a soap-box derby to be held in the spring. . . . The Allington Fire Department held a benefit show at the Forrest, West Haven, Conn. . . . Whalley and Whitney had special school shows for Walt Disney's "The Living Desert." . . . Morris Rosenthal set some good tieups for "Carmen Jones" when it played Loew's Poli.

## Meadow Street

Some drive-ins have continued to stay open, mostly for weekend operation. Included were Pike Drive-In, Blue Hills, Bowl, E. M. Loew, Hartford, and Norwalk. . . . The Norwalk Drive-In had a novel idea, "The Heat's On Us! Heated Snack Bar and Public Rooms. Run Your Car Heater—Free Gas Coupon."

Pine Drive-In has been scheduled to sell Christmas trees, being closed for regular drive-in operation till next spring. . . . Condolences were in order for Eugene Gasparri, Win, Waterbury, Conn., on the recent death of his dad, Desiderio Gasparri, 77. . . . To publicize "They Rode West," Robert Francis and May Wynn visited Hartford and spent the day visiting newspaper, radio and television offices, and doing other bally stunts.

The Naugatuck Committee for the Children's Center in Hamden, Conn., held a benefit show at the Salem Playhouse, Naugatuck, Conn. . . . The 21 minute movie of the Emmons Bowen-Babe Ruth Baseball League, made by George Weber, formerly of MGM, and now a movie photographer, was shown to newspapermen at the Colonial House, Hamden, Conn. . . . Phil Cahill is reported to be one of the backers of the new proposed drive-in, Clinton, Conn. . . . Hy Levine returned from Florida. While

down in the southlands he saw Jack Buwinkle, Tim O'Toole, and Ben Simon.

Walter Higgins, Prudential Circuit, was in and reported he was due to leave for Florida soon. . . . Barbara Beck, former MGM office employee, has left for a three week trip to Florida. . . . Norman Ayers, Warners executive, was in town. . . . Branch managers and salesmen saw a special screening of "This Is Your Army" at 20th-Fox screening room recently.

Metro and Warners Christmas party plans were in the talking stage. Columbia, 20th-Fox, United Artists, U-I, and Republic parties are already scheduled. . . . National Theatre Supply has made new wide-screen CinemaScope installations at Wilkinson, Wallingford, Conn.; Clinton, four track stereophonic sound and wide-screen installation; Alhambra, Waterbury, Conn., new CinemaScope screen; Strand, Hamden, Conn., is reported to have installed new seats. . . . Lord, Norwich, Conn., recently had a benefit show given by the B'nai B'rith.

## Circuits Loew Poli

Division manager Harry F. Shaw and publicity director Lou Brown went to Boston to attend the MGM Ticket Workshop meeting. . . . Sports editor Frank Corkin, Meriden Journal, was awarded the "Beau Brummel" statuette in bally arranged by Tony Masella, manager, Poli, Meriden, Conn. Tony also made a tieup with Meriden papers to give guest tickets as prizes in the "Little People's Christmas Coloring Contest." Tieup received nice press space.

## Variety Club Tent 31, New Haven

Fifty boys from low-income families were to be the guests in the fourth annual Christmas party. Sam Germain is general chairman of the event which always brings cheer to the worthy.



Season's Greetings

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EDDIE BARRY  
ART MOGER

BOSTON, MASS.



## Luncheon Launches "Gangbusters" Bow

BOSTON—The area premiere for New England and Upper New York State and the managers' round-up luncheon launching the campaign for "Gangbusters" was held at the Hotel Bradford with more than 300 exhibitors, managers and industryites present. The affair was hosted by Joseph E. Levine, president, Embassy Pictures Corporation, and Terry Turner, theatre division, General Teleradio, Inc. "Gangbusters" will have its premiere at the Paramount and Fenway Theatres in January along with 300 day and date bookings in this territory shortly after. The guest of honor at the luncheon was Thomas J. O'Neil, president, Mutual Network and General Teleradio. The Yankee Network is a subsidiary of Mutual. Terry Turner was the toastmaster, who introduced the head table guests consisting of O'Neil, John B. Poor, vice-president, Herbert Rice, vice-president, John E. Redman, all of General Teleradio; Harry Wismer, sports commentator, John Begley, public relations head, and Frank Zuzolo, publicity director, all of Mutual; Robert Manby, head of Visual Drama, Inc.; Bill Cunningham, Boston columnist, Boston Police Commissioner Thomas Sullivan; Norman Knight, executive vice-president, Yankee Network, George Steffy, vice-president, Jack Malloy, George Halberg, Tony Lang, Tom Bateson, James Pike, Leland Bickford and Louise Morgan, all of Yankee Network. "Gangbusters" will have the most extensive and expensive advertising and promotion campaign ever put on for a motion picture over the Yankee Network TV and radio," said Norman Knight. The overall campaign will total over one million dollars with nearly \$100,000 to be spent in the New England and Upper New York areas.

Hy Fine, New England Theatres, Inc., introduced the honored guest Thomas J. O'Neil. In his address O'Neil said "Although I am in the radio and television business, I have been carefully watching



At the recent "Gangbusters" kick-off luncheon in Boston hosted by Terry Turner and Joseph E. Levine, the guest of honor was Thomas J. O'Neil, president, Mutual Broadcasting Company and General Teleradio, Inc. Left to right are O'Neil; Turner, theatre division, General Teleradio; and Levine, president, Embassy Pictures Corporation and distributor of "Gangbusters" in New England and Upper New York State.

## Connecticut Hartford

Lou Cohen and Norm Levinson, Loew's Poli, conducted a Metropolitan Hartford search for the "Most Perfect Male and Female" in conjunction with MGM's "Athena."

The trade was interested to hear that a bill legalizing bazaars and raffles will be submitted to the January, 1955, session of the State Legislature. The measure stipulates that if five per cent of the voters of a town sign a petition for legalizing bazaars and raffles in their town then the legislative body of that town must vote on such a proposal within 14 days.

"A Star Is Born" leads the "Ten Best Films of 1954" selections of Allen M. Widem, Hartford Times motion picture editor. Others named are "Sabrina," "Barefoot Contessa," "High and Mighty," "White Christmas," "About Mrs. Leslie," "Caine Mutiny," "Seven Brides for Seven Brothers," "Rear Window" and "Magnificent Obsession."

Ray McNamara, Allyn, has been named chairman of the theatre division of the 1954 Muscular Dystrophy Appeal

how distributors and theatre owners have been successfully utilizing our stations, particularly in New England, for the premieres of motion pictures. I have discovered that many of these campaigns have been highly successful. I've always thought that TV, radio and motion picture exhibitors can work hand in hand as one agency aiding the others. I am confident that "Gangbusters" will prove this without question, proving the natural affinity among these forms of entertainment."

Herbert Rice, program director, General Teleradio, explained the "Get-away Contest" open to all managers in this area. Six sets of winners, six managers and their wives are eligible to win overseas trips. Four couples may choose Europe and two Honolulu. All will fly first class on deluxe airliners to vacation days. Bon voyage gifts will also be given out. More details on the contest will be relayed to all managers later.

During the luncheon, several 16mm shots of the trailers which will be shown on TV screens were presented to the audience, as well as the minute-and-a-half theatre trailer. Many out of town guests were present including a group from Realart Pictures, including Si Lipson, vice-president, George Waldman, Jeff Sylvan, Albany; and Jim Fater, Rochester. Also present was Doug Beck, publicist, General Teleradio, who will remain in New England to visit all theatres playing "Gangbusters." L. W. Kellman, president, Exploitation Productions, Inc., and his vice-president and sales manager Jack Harris were in from Philadelphia. Many of the local Yankee Network staff were present. Arrangements for the luncheon were in the capable hands of Embassy Pictures Corporation, with George Keaska, director of publicity in charge. Special credit goes to Mrs. Joseph E. Levine and Mrs. Wasserman for the attractive table and head table decorations.

in Hartford. All local theatres are co-operating in the campaign, according to McNamara. . . . Hugh J. Campbell, manager, Central, West Hartford, and Mrs. Campbell, are marking their 40th wedding anniversary. The Campbell's son, Jack, recently returned from army service in Korea.

## Massachusetts Springfield

State Conciliator Joseph P. Curran called a session between Motion Picture Operators and Western Massachusetts Theatres, Inc., five of whose theatres were picketed in a dispute over wage demands. The session was to have been held at the offices of Western Massachusetts Theatres. Meanwhile, Samuel Goldstein, president of the circuit, said management's offer of 10 cents per hour, which was turned down by the union, has now been withdrawn. Goldstein said that the three theatres "haven't been making any money anyway" and that they may soon be sold for other uses. These are the Strand, Westfield; Rivoli, Chicopee; and Wernick, Chicopee Falls; and were closed down by the strike. Two houses remained open, the Bing, Springfield; and Casino, Ware; and the projectors were being operated by the managers, with the operators picketing. Projectionists at the five theatres are said to have made from \$2 to \$2.43 per hour in a 35-hour six-day week. They are seeking a general rate of \$2.70 an hour, Louis L. Williamson, Chicopee Falls, business agent of the union says. Williamson added that the union had been negotiating with Goldstein at intervals since June 15, 1953.

## New Hampshire Milford

L. J. Archambault, manager, Latchis, reports that his theatre has had considerable trouble with juveniles "acting up" in the audience, but denied rumors that the theatre would close because of it.

## Wolfeboro

Wolfeboro Memorial Hall will soon have the world premiere of "The Valiant Heart," a picture dealing with the home care of rheumatic fever patients.

## Rhode Island Providence

Thomas G. Mulgrew, 65, for years one of the best known figures in English entertainment circles, died recently after a brief illness. He had several roles in pioneering days of the old Eastern Film Company, this city. A member of several fraternal organizations, he is survived by his wife, a son, a daughter, and two sisters.

Recent visitors to this city included Abe Bernstein and Blake McKay, United Artists exploitation men and Floyd Fitzsimmons, MGM exploiteer. All three spent considerable time with William J. Trambukis, Loew's State manager. . . . Maryon Tillinghast, Loew's State cashier, recently celebrated her 21st year with the local theatre. She was the recipient of many gifts as she is very popular.



## NEWS OF THE

## Territory

New York City  
Crosstown

Lem Jones, 20th-Fox short subjects sales manager, was on a trip through cities of the company's western sales division and for conferences with Herman Wobber, division manager, and exchange heads on policy for the handling of shorts during 1955.

George A. Ottine has been appointed manager, Transfilm's New York animation department.

Josephine Castagna, daughter of John Castagna, S.O.S. Cinema Supply Corporation's traffic department head, was in Evangelical Decanese Hospital, Brooklyn, N. Y. . . . Leonard Hirsch, home office assistant to southern MGM sales manager Rudy Berger, left for a visit to the company's Atlanta, Jacksonville and Charlotte branches.

Judson Moses, MGM field divisional press representative, was in from his Atlanta headquarters. . . . John P. Bryne, MGM eastern sales manager; Mike Simons, director, MGM customer relations; Emery Austin, MGM exploitation head; and Arthur Canton and Charles Fellman, of his field staff, attended the company's Workshop Session in Boston.

Charles M. Reagan, MGM vice-president and general sales manager, met with the trade press at a luncheon at the Sheraton Astor Hotel. It marked the first such get-together since Reagan assumed the post of general sales manager for the company. Also attending from the home office were Edward M. Saunders, assistant sales manager; Mike Simons, director of customer relations; Silas F. Seader, advertising manager; and Emery Austin, exploitation head. . . . Harry Mersay, 20th-Fox print department manager, celebrated his 27th anniversary with the company.

Sol A. Schwartz, president, RKO Theatres, and motion picture industry co-chairman of the Arthritis and Rheumatism Foundation's sixth annual drive for funds, was the industry's representative at the 17-hour telethon which emanated from the studios of WABC-TV.

New York's Cinema Lodge, the entertainment industry unit of B'nai B'rith, will provide a unique annual Christmas gift for the patients of the amusement industry's Will Rogers Memorial Hospital, Saranac Lake, New York, in the form of an entertainment junket sponsored by the Lodge, it was announced by Burton E. Robbins, president, Cinema Lodge, following approval of the project by the Lodge's Executive Committee. The idea of bringing live entertainment to the industry's patients at the Will Rogers Memorial Hospital was developed by Cinema Lodge which has over 900 members in the entertainment



"Long John Silver," set for DCA release, was represented recently in a live-action float in Macy's annual pre-Christmas parade in New York City. Jackie Cooper impersonated "Jim Hawkins."

and allied industries and will become part of the Lodge's special industry projects activities. The junket is being made possible through the participation of the American Guild of Variety Artists and Theatre Authority who are recruiting the necessary acts for the show which will be headed by a top name personality. The troupe will leave New York by train on Monday evening, Dec. 20, arriving at the Hospital the following morning. They will put on their show on Tuesday evening and return to New York Wednesday morning. The actors are contributing their services and Cinema Lodge is underwriting their transportation. A. Montague, president, Will Rogers Memorial Hospital, is arranging the details of the first junket with Dr. George E. Wilson, medical director of the hospital and the hospital authorities acting as hosts to the entertainers and the Cinema Lodge representatives.

Neil Michel, son of Mr. and Mrs. Matthew Polon, had his Bar Mitzvah recently at the Congregation Beth David, Lynbrook, L. I. The proud father is an executive in RKO Theatres' booking department.

New Jersey  
Newark

William Riseman Associates, Boston, have received the contract to supervise construction of a 2,000-car drive-in between the Pulaski Skyway and the Jersey



Darryl F. Zanuck recently held a press conference in New York City at which he discussed the latest developments in 20th-Fox and CinemaScope. MOTION PICTURE EXHIBITOR's Mel Konecoff can be seen in the foreground, with pipe, as usual.



MGM's "The Glass Slipper" drew wide attention in the recent Macy's pre-Christmas parade in New York City. Carol Haney, MGM star, was seated in the heel of the slipper as "Cinderella."

Turnpike for Michael Redstone. The project will have a screen 126 x 52 feet.

New York State  
Albany

First returns from independent theatres to the Will Rogers Memorial Hospital Christmas Salute were very encouraging, distribution chairman Norman Jackter reported. Charles A. Smakwitz is exhibitor chairman for the district.

Bob Lamont, as an outgrowth of the "Krazy Auctions" which he conducted the past season at three drive-ins owned by his brother, Harry Lamont, has opened an auction house in Latham, on Albany-Saratoga, Road. He incorporated Bob Lamont Auctions, Inc., for this purpose. He continues to function as office manager of Lamont Theatres, in addition to the auction business. His brother is now engaged in weekly auctions at one or more small towns surrounding Riverview Drive-In, Rotterdam, N. Y., and Vail Mills Drive-In Vail Mills, N. Y. Managers Howard Cammer, Cliff Swick, and Carl Bevey are assisting.

Joe Miller, operating the Menands Drive-In, is buying and booking the reopened Family, Utica, N. Y., for Mrs. Celia Reile. He was branch manager for Columbia in Albany for several years, and also directed that company's Buffalo branch at one time. . . . Sidney Urbach, Variety Club dough guy, is limping. He injured his foot playing handball.

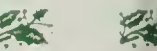
The second annual inter-city boxing championships recently held before an audience of 1,500 in Mid-City Arena, and telecast by ABC network, proved to be "the most successful promotion the Variety Club has staged." The net promised to exceed \$5,000, funnelled to Tent Nine's Camp Thatcher Fund.

John Gardner, who extended weekend operation of Turnpike Drive-In into December, vows he will continue to operate it "until snow covers the ground." The fact that he holds a card in the Albany projectionists' local, IATSE, and therefore can take a regular turn in the booth, plus selling of tickets by Mrs. Gardner and the handling of other chores by their 19-year-old

(Continued on page NT-7)

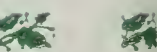


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to kill?



ARTHUR RANK presents  
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John McCallum  
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Directed by ROBERT HAMES  
Produced by HUGH STEWART

For a  
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New Year

CAPTAIN  
SCARFACE  
HIS SOUL WAS AS CROOKED AS HIS SCAR



BARTON MACLANE  
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**DAILY NEWS**—★ ★ ★

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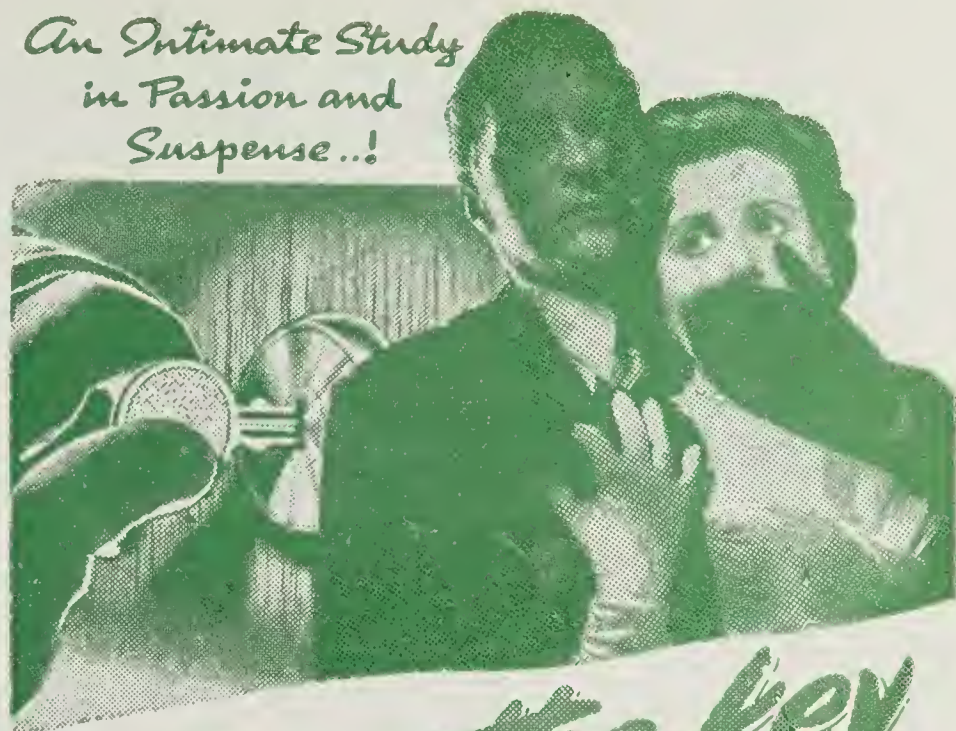
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paid too high?



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PRODUCED BY SENGEL HOLBANDOV and LESLIE PARKER  
DIRECTED BY COMPTON BERNETT  
A HOLBANDOV-PARKER PRODUCTION



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**JOAN COLLINS**  
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Screenplay by JACK LEE and MAURICE COWEN  
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**STOPS TO MURDER!**



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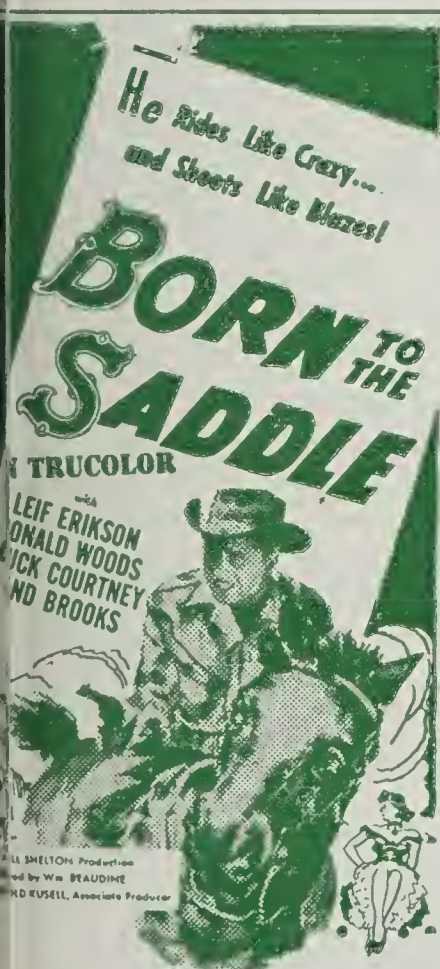
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Color by Technicolor

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In Technicolor

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JOHN BENTLEY and MARTHA HYER

A Present Day Production

*"The Lawless Rider"*

starring

JOHNNY CARPENTER

with

FRANKIE DARRO and DOUGLAS DUMBRILLE

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FRANK MOSCATO

IRVING PINSKER

MORTY LIGHTSTONE

SID KLEIN

LENNY LIGHTSTONE



## Albany

(Continued from page NT-1)

son, makes the Turnpike operation extremely economical. The concession stand is conducted by Tri-State Automatic Candy Corporation, at a profit, but no cost, to Gardner.

Stagehands began picketing Paul V. Wallen's Grand as an outgrowth of a dispute over the number of stage workers to be employed. Projectionists, members of IATSE Local 322, continued at their posts. . . . Holland-Wegman Laboratories, Inc., has been authorized to conduct a motion picture business in Buffalo. Capital stock is \$50,000 at \$10 par value.

## Auburn

To sell the art film policy at Schine's Palace, Ray Corcoran enlisted the aid of the curator at the local museum, who plugged the idea at all meetings. A co-op herald was sold to a local merchant and distributed at various clubs' meetings held at the museum, and, of course, for a heavy mailing. For opening night he had an unusual lobby display borrowed from the museum, consisting of 16 paintings by local artists. He also promoted two large baskets of flowers and coffee, plus cream, sugar and coffee-makers. Corcoran himself spoke at many of the museum meetings and at the local college.

## Herkimer

Jake Weber, manager, Schine's Liberty, was recently contacted by the chairmen in charge of the celebration to be held in connection with the opening of the Herkimer Link of the New York State Thruway. He was quick with an idea—that of choosing a "King and Queen" of the Thruway from the senior classes of area schools. The selection was based on a student's popularity, scholarship and citizenship. This proved to be a big interest creating idea. Of course, the "king and queen" were properly crowned; and the Kiwanis Clubs of Herkimer and nearby towns chipped in to buy them each a large cup appropriately engraved. Further, each member of the "Royal Court" received a smaller cup. While this wasn't any direct break for the theatre, the good will Weber

gained for his theatre and the entire Schine Circuit was immeasurable. The newspaper and radio publicity was simply tremendous with interest in the Thruway being of such wide scope. Weber's ingenuity, tact and diplomacy in putting this big event over so successfully most surely gained many friends

for him, for his theatre and for the Schine Circuit.

## Ilion

Ray Leveque, Schine's Capitol, recently received a front page newspaper break in connection with the appearance of an accordion band on his stage.

### Season's Greetings

from

*"Angelika"*

starring

MARIA SCHELL

*"His Excellency"*

starring

ERIC PORTMAN

CECIL PARKER

SUSAN SHAW

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The World's Cultures  
Into Patterns All  
Peoples Understand.



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LO 5-7763



Harry Brandt, representing the board of directors, Trans Lux Corporation, and Morey Goldstein, vice-president and general sales manager, Allied Artists, recently finalized a contract for the presentation of AA's "Tonight's The Night," Trans-Lux, 52nd Street and Lexington Avenue, New York City.





Walter Reade, Jr., president, Walter Reade Theatres, recently sold Martha Wright the first ticket to the New York Herald-Tribune Fresh Air Fund premiere performance of "The Game Of Love," Baronet.

### Oneonta

Harold (Spike) Cary, manager, Schine's Oneonta, copped first prize in MGM's recent "Rose Marie" window display contest.

For his recent campaign on "Dumbo," Schine's Palace, Jim Beebe got the local radio station to run a contest aimed at the kids, with a few passes as prizes. This was good for a total of about four plugs a day for three days. He had four large "elephants" in four of the leading stores, and for a street bally he had a fat boy dressed like an elephant in a costume which he and his wife made. This boy covered outlying towns and really got attention as he cavorted around distributing heralds.

### Smakwitz Promoted To SW Jersey Head

NEW YORK — Harry M. Kalmine, vice-president and general manager, Stanley Warner Corporation, announcer last week the promotion of Charles A. Smakwitz, Albany zone manager, to be the zone manager for the company's New Jersey houses. Smakwitz succeeds Frank Damis, who recently resigned.

The enlarged theatre operation which Smakwitz takes over in Northern New Jersey caps the climax of an extensive industry career which began when he started to work as page boy in the Strand on Broadway. Later, in Albany he became manager of the Ritz, and, later, the Strand. In 1927, the publicity department of the theatre group in Albany, Troy, Utica and Syracuse came under his direction and the next year he was made assistant general manager of the theatres and concentrated upon buying and booking.

In 1929 when Warners took over, Smakwitz became the manager of the four towns. Warners enlarged their theatre holdings in New York State and in 1932 when Moe A. Silver became zone manager of the entire Warner group, Smakwitz was advanced to assistant zone manager. His promotion to zone manager came in 1947.



Robert Rossen recently arrived at Idlewild Airport, New York, from London to confer with United Artists executives on final production plans for "Alexander The Great," which he will produce and direct from his own screenplay.

### Schenectady

Sidney Dwore eliminated Tuesday and Wednesday nights from the schedule of the neighborhood Cameo.

### Syracuse

For the engagement of "Woman's World," Schine's Paramount, Max Rubin got three fine co-op ads from the largest department store in town. Each ad generously plugged the picture and play-dates. Another department store used a big TV ad with pictures of the three femme stars and proper credits. The Ford distributor also came through with a co-op tying in the Ford Thunderbird, using pictures of all the stars in the film and full credits. This dealer also furnished a car which was bannered and used as a street ballyhoo. As to windows, four big ones were obtained, and many in music stores. Radio, TV and newspaper cooperation was fine, with breaks too numerous to mention.

### Troy

A complaint charging forgery was filed against, and a warrant sworn out for the arrest of Lawrence Cowen, former manager, Proctor's, by his wife, Mrs. Kathleen Cowen, who alleges that he forged her signature as co-maker on a promissory note last March since defaulted. Mrs. Cowen reports that her husband has been missing since Sept. 4, when he left his home in Melrose, outside of Troy, telling her he was going to New York and a conference with S. H. Fabian, head, Fabian Theatres. Fabian stated he never arrived. The Fabian management replaced him at Proctor's with Richard Murphy, shifted from the Plaza, Schenectady, N. Y., and announced Cowen was on an "indefinite leave of absence" due to health reasons. Cowen had not been well for some time and had been under medical care at various times. The only clue to his whereabouts since, police officials stated, had been checks drawn on National City Bank of Troy and cashed by him in Vermont and Connecticut. There was also a trace from Northampton, Mass. The missing theatre executive took his automobile with him and a local credit corporation is trying to locate it for repossession. Cowen, a member of the Naval Reserve for 20 years, had command of the Albany zone office of Naval Intelligence during World War II. He

## EYEING THE Exchanges

NEW YORK—Those concerned with the forthcoming theatre party sponsored by the Colosseum of Motion Picture Salesmen are enthused by the reviews their play, "Lunatics and Lovers," received at its New Haven opening.

20TH-FOX—Print booker Bill Tavernise is recovering from injuries received when a fire broke out in his home. . . . Booker's secretary Mae Stabile has set the date for her wedding for sometime in January. . . . The Fox Family Club are making plans for the company's annual Christmas party this year at the Tavern on the Green in Central Park.

MGM—Booker Dave Klein and Jerome Nodell, film room, celebrated their respective birthdays.

PARAMOUNT—Booker Joe Curtin got the bird from the company bowling league. For being top man on the team he was presented with a hefty turkey in time for Thanksgiving. . . . Switchboard operator Pearl Affissio was on the sick list.

UNITED ARTISTS—Apprentice booker Dave Nathan has resigned from the social committee of the Laureltown Senior League to take over the league publicity committee. . . . Office manager Nat Morris was surprised when he learned that he was the winner of a Thanksgiving turkey.

RKO—Head shipper Ed Ryan received birthday congrats. . . . Also receiving greetings on her natal day was stenographer Anna Messina. . . . Boxoffice clerk Bud Giles is being kept busy writing copy for the Long Island local newspapers on the progress of St. Clair's basketball teams.

REPUBLIC — Biller Clair Levine and print booker Luria Lopez were ill. . . . Switchboard gal Irene Anastasiou was up to Greenwich, Conn., to attend a wedding. . . . Secretary Myra Lerner was a year older.

U-1—Head shipper Frank Galotto enjoyed Thanksgiving with friends at Pinebush, N. Y.

ALLIED ARTISTS — Secretary Sina Piscitelli Turrisi has resigned. She will go to the home office as secretary to Lloyd Lind, in charge of branch operations and vice-president, Interstate TV Company. Filling the vacancy will be Mary Nicolaou, formerly secretary to Republic's branch manager.

RAMBLIN' 'ROUND—Leonard Brooks, Warners night film room staff, was saddened by the death of his father. . . . Camille Patti, Columbia accounting clerk, celebrated her engagement at New York's Hawaiian Room.

also served in New York City, holding the rank of lieutenant commander. Before the war he managed the Grand, Albany. Mrs. Cowen is a former WAVE.



## NEWS OF THE

## Territory

Philadelphia  
Crosstown

Hollywood's new pictures for 1955 promise to be "five times better than last year," it was reported by Harold W. Seidenberg, managing director, Fox, who returned from a four-day convention in Hollywood of key executives of National Theatres, Inc., parent company, Fox West Coast Theatres. He viewed many of the top pictures to be released in the forthcoming year. While in the movie capitol, Seidenberg met with Elmer C. Rhoden, president, National Theatres, Inc., and discussed various new techniques in showmanship which will be introduced here.

The first local showing of "This Is Your Army" was at the SW Mastbaum with a U. S. Army band performing in front of the theatre on opening night. Other area showings are set following the SW Mastbaum engagement.

Charles Hirsh, formerly with Hirsh Amusement Company, is now available for managerial purposes, or he will lease a theatre in the area. He may be reached at LI 8-8275.

## Vine Street

Howard Minsky, division manager, Paramount, has been appointed co-chairman with Harold Seidenberg, Fox, of the entertainment committee of the Motion Picture Associates dinner, which will be held at the Bellevue-Stratford Hotel, on January 18. The appointment was announced by Sam Diamond, branch manager, 20th-Fox, president of MPA, at a luncheon held last week. Proceeds from the dinner, a \$25-a-plate affair, will go to the MPA Welfare Committee. Diamond said that Minsky has gone to the west coast to act as liaison between MPA and the movie studios to obtain outstanding movie stars and executives for the dinner. Leading figures of the industry



Jules Levey, left, film producer who is currently presenting the Italian-made, "The She-Wolf," in the United States through Republic release, recently stopped at the SW Stanton, Philadelphia, to talk with manager Al Plough and Norman Silverman, Republic branch manager, while in the city for press and radio interviews in connection with the picture.



That's the wonderful thing about having a Berlo-operated refreshment stand at your theatre. The money keeps coming in . . . but the problems of running the stand disappear.

No more help problems . . . no cash control or leakage worries . . . no investment . . . and you need never spend your time and energy "pitching in".

Instead, there's the security of continued high earnings from a Berlo-operated refreshment stand, assured by Berlo's proved maximum gross and net . . . the smooth operation of Berlo's trained personnel, expert supervision, the top quality of Berlo's merchandise . . . and Berlo's smart, modern merchandising ideas.

*Why have problems?*

**America's  
Biggest  
Concessionaire**

**BERLO**  
Will Give You  
**MORE  
NET CASH INCOME!**

**Write or call collect NOW! PEennypacker 5-5966**  
OFFICES EVERYWHERE (Philadelphia)



**BERLO**



**VENDING COMPANY**

A Division of A. B. C. Vending Corp.

333 S. BROAD STREET, PHILADELPHIA 7, PENNA.



ALEXIS SMITH ALEXANDER KNOX

DIRK BOGARDE



# The Sleeping Tiger

HUGH GRIFFITH • PATRICIA McCARRON • MAXINE AUDLEY  
Based on a Novel by MAURICE MOISEWITSCH • Produced and Directed by VICTOR HANBURY  
Released thru ASTOR PICTURES CORP.



★ ★ ★ 1/2 ★ — N. Y.



JUST RELEASED



# THE SEAS FROM

ALL NEW

★ ★ ★ — NEWS



For a Prosperous New Year



CAPITAL FILM EX., 309 N. 13th St., Philadelphia, Pa.



DAILY NEWS—★ ★ ★

# ON'S BEST ASTOR

## PRODUCTIONS!

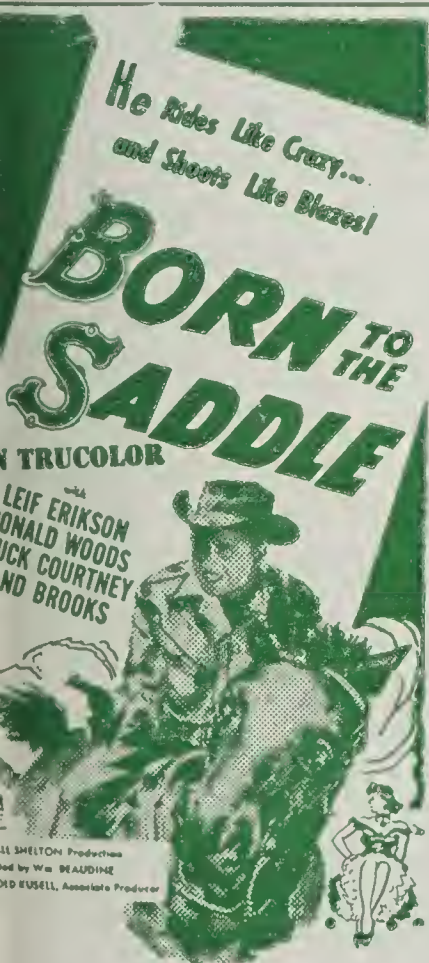
Contact  
Your Astor  
Exchange

He Rides Like Crazy...  
and Shoots Like Blazes!

### BORN TO THE SADDLE

IN TRUCOLOR

with LEIF ERIKSON  
DONALD WOODS  
BUCK COURTNEY  
AND BROOKS



LEIF ERIKSON  
DONALD WOODS  
BUCK COURTNEY  
AND BROOKS

LEIF ERIKSON  
DONALD WOODS  
BUCK COURTNEY  
AND BROOKS

A THING OF BEAUTY  
— *Journal American*

She brought the world  
of fashion to her feet...  
but was the price she  
paid too high?



L. ARTHUR BARR  
PRESENTS

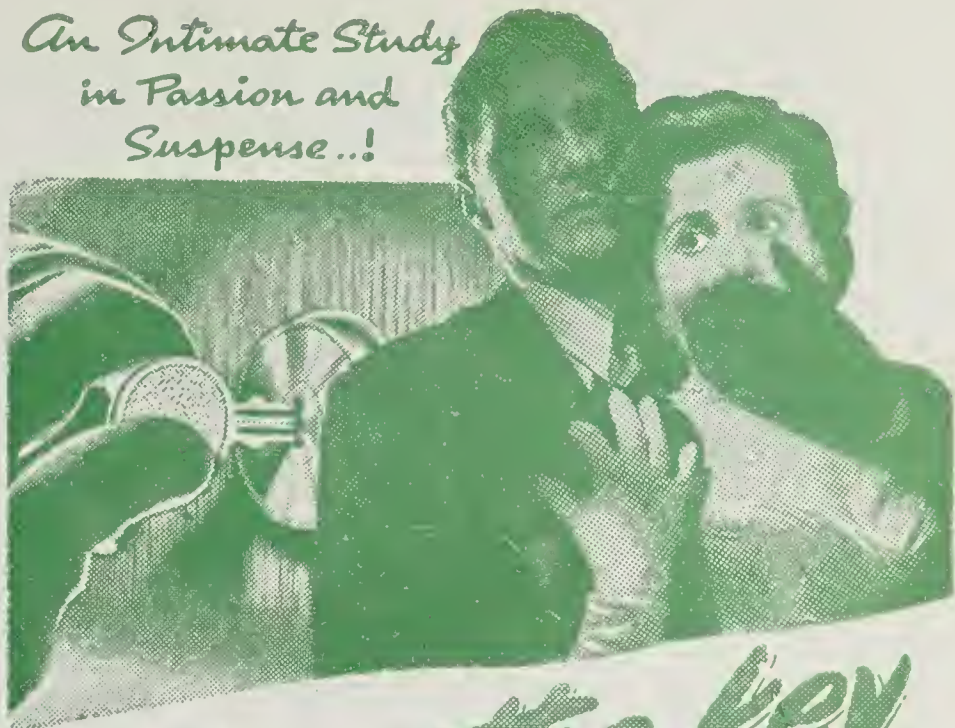
### It Started in Paradise

TECHNICOLOR

starring  
JANE HYLTON IAN HUNTER  
TERENCE MORGAN  
MURIEL PAVLOW  
MARTITA HUNT  
with KAY KENDALL

SCREENPLAY BY MARGHERITA LASEZ  
PRODUCED BY SERGEI ROIBANDOV and LESLIE PARKIN  
DIRECTED BY COMPTON BENNETT  
& ROIBANDOV-PARKIN PRODUCTION

An Intimate Study  
in Passion and  
Suspense...!



## Turn the Key Softly

From the novel by  
JOHN BROPHY

YVONNE MITCHELL  
TERENCE MORGAN  
JOAN COLLINS  
KATHLEEN  
HARRISON

Screenplay by JACK LEE and MAURICE COWDER  
Directed by JACK LEE  
Produced by MAURICE COWDER



Was This  
The Perfect  
Crime?

# 3

TOM CONWAY  
STOPS  
TO  
MURDER!



ADVENTURES INTO THE FUTURE

### THRILLS

## ROBOT MONSTER

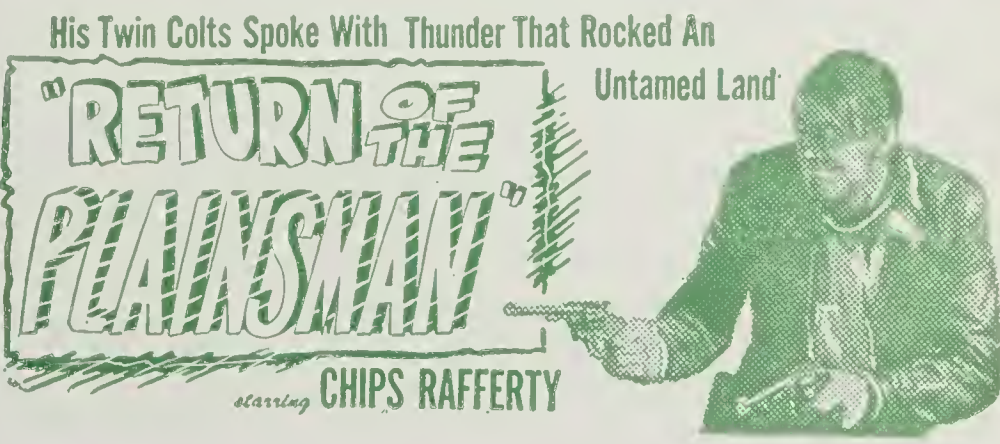
(ALSO AVAILABLE IN 3-D)



His Twin Colts Spoke With Thunder That Rocked An  
Untamed Land

## "RETURN OF THE PLAINSMAN"

starring CHIPS RAFFERTY



QUITY FILM EX's., 922 New Jersey Ave. N.W., Washington, D. C.



# Season's Greetings



**HOLIDAY GREETINGS  
TO ALL!**

## UNITED ARTISTS

**THE HOME OF BOXOFFICE HITS**

JOHN TURNER

GENE TUNICK

WILLIAM DOYLE

JACK BERGIN

ELIZABETH McCaffrey Ziegler

JACK ZAMSKY

"MICKY" MARRANDINO

MAX MILLER

JANET HALLARD LEWIS

... AND THE WHOLE PHILADELPHIA **UA** GANG

*Season's Greelings*

## REPUBLIC PICTURES

246-48 N. Clarion St., Phila.

LO 7-7412

NORMAN SILVERMAN

JOE SCHAEFFER

ELI GINZBERG

LEW FORTUNATO



## TWENTIETH CENTURY-FOX

*Holiday Greetings to All*



SAM DIAMOND

R. M. DOHERTY

ALAN STRULSON

HORACE WRIGHT

SHEP BLOOM

HY BETTINGER

HAL MARSHALL



PHILADELPHIA



# to All Our Friends

Season's Greetings  
To All



**BLUMBERG BROTHERS, INC.**

1305-07 VINE STREET, PHILADELPHIA 7, PA.

HARRY BLUMBERG



BEN BLUMBERG

*Holiday Greetings*

*to*

*All Our Good Exhibitor Friends*

STANLEY GOLDBERG

LOU BLAUSTEIN

BEN STERN

MAURICE (HARP) LEVIN

M. L. KOPPELMAN

**NATIONAL SCREEN SERVICE**

1201 VINE STREET, PHILADELPHIA 7, PA.







*A Merry Christmas and  
A Happy New Year*

FOR THE 39TH YEAR



**CAPITAL FILM EXCHANGE**

309 N. 13th St., Phila.

LO 7-2698

EDDIE GABRIEL

ALEX ALLEN

ROBERT E. GABRIEL

Merry Christmas and Happy New Year

From

**NATE MILGRAM**

**DeLUXE THEATRE PREMIUMS**

237 N. 13th Street, Philadelphia

*Season's Greetings*

from

ALL THE ARTISTS

at

**RICH-ART SIGN CO.**

307 N. 13th St., Philadelphia

LO 7-0191

*Season's Greetings*

**DAVE ROSEN**

1237 Vine St., Phila.

LO 4-4429

Merry Christmas  
and a  
Happy New Year



WILLIAM J. HUTCHINS  
STAN LECHNER — MICKEY LEWIS — BUD MILLER



**National Theatre Supply**

1225 Vine Street  
PHILADELPHIA 7, PA.

*Season's Greetings*

**BENNY HARRIS**

**AMERICAN FILM**

1329 Vine St., Phila.

WA 2-1800

MERRY XMAS  
and A HAPPY NEW YEAR

**TRIANGLE STUDIOS**

1331 Vine St., Phila.

MA 7-6530



*Season's Greetings  
To All Our Friends*

**SCREEN GUILD**

1315 Vine Street

Philadelphia

JACK ENGEL

HARRY BRILLMAN

JOE ENGEL





# Holiday Greetings

## REPUBLIC PICTURES CORPORATION



JAKE FLAX, Manager

ALBERT LANDGRAF, Office Manager

ESTHER KATZNELL, Booker

SAM TABOR, Baltimore Salesman

MAYNARD MADDEN, Eastern Va.

JOE COHAN, Clinch Valley Salesman

JOYCE KRISO, Cashier

AND THE REST OF THE REPUBLIC GANG



203 EYE STREET, N.W.  
WASHINGTON 1, D. C.

# *Holiday Greetings*

***Serving You Affords Us Great Happiness***

## COLUMBIA PICTURES CORPORATION

SAM GALANTY, Mideast Division Manager

BEN CAPLON, Branch Manager

FRED SAPPERSTEIN, Office Manager

MARTIN KUTNER, Salesman

C. A. WINGFIELD, Salesman

DEAN KAKURIS, Salesman

JAMES WHITESIDE, Salesman

928 NEW JERSEY AVE., N.W.  
WASHINGTON 1, D. C.





from Hollywood and New York are expected to attend the event, first of its kind to be held by the Associates. Pioneers of the local industry will be honored at the dinner. William Goldman, Goldman Theatres, is general chairman, dinner committee.

Mort Magill and Leonard Mintz, Buena Vista Productions, the Walt Disney company, have established local headquarters at 311 North 13th Street. The telephone number is RI 6-2546.

To set matters straight, it was mother of Joseph Quinlivan, Warners' salesman, and the wife of Bill Quinlivan, RKO booker, who passed away recently.

DeLuxe Theatre Service is handling the buying and booking for Al Moffa's 19th Street, Allentown, Pa., and Norman Kaplan's Sauconia, Hellertown, Pa.

Theatre work of any type, including experienced non-union projection work, is needed by Stephen Wasek, who may be reached in care of MOTION PICTURE EXHIBITOR.

Max Bronow, MGM booker, is recuperating at home.

Exchanges were looking forward to the usual Christmas parties, and exchange of gifts.

### **District of Columbia Washington**

General Matthew B. Ridgway, army chief of staff, headed the list of distinguished guests attending the local premiere of "This Is Your Army," at the Metropolitan. Other representatives of the army in attendance were Fred A. Seaton, assistant secretary of defense;

Lieutenant General Floyd L. Parks; Major Generals John H. Stokes, F. H. Lanahan, Gilman C. Mudgett, William H. Maglin, Robert N. Young, and Edgar C. Erickson; Brigadier Generals A. J. D. Biddle, T. S. Riggs, E. W. Moorman; Colonel Theodore A. Seeley, and Lieutenant Colonel Arnold L. Hoagland. Capitol Hill was represented by Congressmen Victor Wickersham, Went Smith, Dewey Short, Melvin Price, F. Edward Hebert, Carl T. Durham, James T. Patterson and Sterling Cole. The army band, under the direction of Major Hugh Curry, presented a 30-minute concert prior to the showing of the film.

VARIETY CLUB, TENT 11—Hosts for the open house party in the club rooms were Milton Q. Ford, Ross Wheeler, and Lee Zeiger. . . . Hirsh de La Viez and the entertainment committee are planning a big New Year's Eve party in the club rooms. . . . The Board of Governors met and wound up its 1954 activities. . . . Dorothy Kolinsky, Variety Club secretary, will spend a week in Miami Beach, Fla. . . . New members inducted include Robert J. D. Johnson, Charles E. Dillon, Scott Kirkpatrick, Richard J. Yerak, Victor H. Ottenstein, and Joseph Bulman. . . . Jack Fruchtman, chief barker, has appointed Alan Bachrach to again handle the Christmas decorations for the club rooms. . . . Jacob Biben is expecting a visit from his 17-year-old daughter, whose home is in Philadelphia.

Local F-13, front office union, held its annual election at the Carlyle Hotel. Elected to office were Sarah Young, president; Max Rutledge, vice-president; George Sullivan, business agent; Agnes Turner, financial secretary; Sandra Solomon, recording secretary; Hazel McCarthy, guardian; Jesse Smith, Henry Ajello, and Ida Barezofsky, executive board; Esther Blendman, Harvey Wynn, and Anne Fleming, board of trustees.

Al Sherma has resigned as general manager, Georgetown. The booking and buying has been turned over to Jack Benson's Film Row Booking Service. . . .



*Season's Greetings*

## **Independent Theatre Service, Inc.**

203 Eye Street, N.W.  
WASHINGTON 1, D. C.

HARLEY DAVIDSON  
CURTIS HILDEBRAND  
ALICE HAINBACK

HUGH SAMPLE  
ELMER THOMPSON  
DORIS GUSTASON

*Season's Greetings*

## **TRI-STATE THEATRE SERVICE**

1231 Vine Street  
PHILADELPHIA, PA.

SANDY GOTTLIEB  
STANLEY SMITHERS  
MILDRED GREEN

*Season's Greetings*

## **Exploitation Productions Inc.**

1321 Vine Street  
PHILADELPHIA, PA.

JACK HARRIS  
MICKEY GREENWALD  
WILLARD DINKLICER  
ADELHEID PROVASNIK

*Season's Greetings*

## **JACK JASLOW**

1239 Vine Street  
PHILADELPHIA, PA.



M. K. Murphy was in to book for his Powell Valley Drive-In, Big Stone Gap, Va. . . . Doug Connellee, Elk, Elkton, Md., so far hasn't been too successful in his duck hunting.

Sid Zins, Columbia's exploiter, was the guest speaker at a luncheon held by the Motion Picture and Television Council of D. C. . . . Johnny Garst was in to set dates for Jesse Carper's Castle Drive-In, Martinsville, Va. . . . Julian Brylawski, Stanley Warner real estate department, is in the hospital, where he underwent surgery. . . . T. I. Martin, Pitts Circuit, Fredericksburg, Va., visited.

**COLUMBIA**—Salesman Dean Kakuris is making a two-week swing through the Clinch Valley. . . . Max Rutledge, booker, had his car wrecked by a driver who went through a red light. Fortunately, no one was injured. . . . Happy birthday to head shipper Claude Ringer.

**RKO**—Ellen Hull was promoted to the post of cashier's clerk. Shirley Carter is the new voice at the switchboard. . . . Office manager Joe Kushner, has a new secretary, namely, Elsie Ethridge. . . . Branch manager Joe Brecheen, played host to the branch managers and salesmen at a screening of "This Is Your Army."

Among the film-folk who journeyed to Baltimore to attend the Variety Club's oyster roast were Ira Sichelman and Jack Kohler, 20th-Fox, and Ray Foreman, U-I.

**ALLIED ARTISTS**—Happy birthday to Judy Cohen, booker. . . . John Dervin, head, Stratford, visited branch manager Milt Lipsner. . . . The annual Christmas luncheon party will be held on Dec. 20 in the office.

**U-I**—Happy birthday to booker Nate Shor. . . . Irma Lee Steinberg is the new typist. . . . Biller Mary Merritt resigned to join her navy husband who is stationed in California. Lee Garfield replaces. . . . Emily Barnell, booker's secretary, resigned to return to her home in Bogota, Colombia, South America. . . . Branch manager Harold Saltz, salesman Vince Dougherty, Stan Taylor, Barney Frank, and sales manager Ike Ehrlichman were in Boston to attend a sales convention.

**20TH-FOX**—Mr. and Mrs. W. Norris, parents of the eastern sales manager, celebrated their golden wedding anniversary in Olin, N. C.

Seen along the Row were Tom Haligan, Williamsburg, Williamsburg, Va.; Jack Whittle, Avenue, Baltimore, Md.; Bob Gruver, New Glen, Glenburnie, Md.; and George Walker, Garman Circuit, Baltimore, Md.

## Delaware Wilmington

A colorful moving picture pencil box was given free to every child who attended a special Saturday morning show at the SW Warner. . . . Brittingham's pharmacies sponsored a Sunday afternoon "appreciation matinee" for kiddies at Dan Cudone's Edge Moor.

—H. L. S.



As a recent plug for Columbia's "Phffft," the Town, Baltimore, Md., recently made a tie-in with the Arthur Murray Dance Studios and free lessons in the "Mambo" were given in the theatre lobby with Gil Kriegel, WITH disc jockey, on hand as master of ceremonies and announcer.

## Maryland Baltimore

Charles B. Harnish, manager, Strand, Dundalk, Md., has been awarded a letter of commendation for his showing of films, presenting speakers, and similar activities in interest of air force recruiting. . . . Manager Rodney Collier had the 324th army band, a parade, drums corps, color guard, and lights, plus Maryland's Governor Theodore McKeldin and Mayor Thomas D'Alesandro, Jr., on hand for the Stanley premiere of "This Is Your Army."

The McHenry, after being closed five days, has reopened with new seating and other interior improvements. The manager is Clarence Marue. . . . Hal Colley, publicity chief, New and Keiths, is recovering from a virus infection. . . . Morris Mechanic, formerly of the New, has returned from a trip to the west coast.

Mrs. Ray Trumble, wife of the general manager, Jack Fruchtmann Theatres, was in visiting from Hollywood, Md. . . . Mrs. Evelyn Dobbs, cashier, New, has returned to duty, following an attack of grippe. . . . Hank Howard, RKO Philadelphia office, was in in advance of "Hansel and Gretel," coming to the Mayfair. He arranged for the local adaptations of many of the national tie-ups available on the Michael Myerberg Kinemins novelty feature.



John F. Gillespie, general manager, Victoria, Shamokin, Pa., recently rounded up seven local girls and boys and sent them on a motorized hay-ride to plug MGM's "Seven Brides For Seven Brothers."

Jack Sidney, city manager, Loew, is readying for his annual Christmas party at the Century for under-privileged children. . . . The Baltimore Variety Club has changed the date of its annual dinner dance from Dec. 5 to 19. . . . Fred Schmuff, Durkee Circuit, has been transferred into the company's office and away from the State. . . . Don Mettee, assistant manager, Senator, when he joined the navy, has completed his enlistment, returned to civilian life and is assistant, State. Incidentally, the State has discontinued stage shows, the policy now being exclusively screen attractions.

Walter Gettinger, part owner, Howard, was in New York on business. . . . Miss Caryl Hamburger, manager, Film Centre, was in Philadelphia to attend the legitimate theatre there.

—G. B.

## Leonardtown

Ray Trumbule, now working for Jack Fruchtmann's New and Keith's, Baltimore, Md., visited with his wife's family in Keyser, W. Va. . . . Ray Hall, formerly on the staff, Park, Lexington Park, Md., and now supervisor, Berlo Vending Company, announced his engagement to Peggy Cecil, Leonardtown. The wedding will take place in January. . . . N.A. Hodgdon, Plaza, Lexington Park, Md., successfully promoted the showing of "Julius Caesar" with the schools in St. Mary's County.

## New Jersey Woodbury

A drive-in may be located just south of Woodbury, according to plans submitted to the West Deptford Township Committee at a meeting held at Town Hall, Thorofare. Herbert A. and Alfred E. Hill, Woodbury, requested the township committee to amend the zoning ordinance, changing from residential to commercial, 36 acres on the westerly side of the Mantua Pike and south of the New Jersey Turnpike. The committee passed an ordinance on first reading to grant the request and scheduled the public hearing and final passage of the ordinance for a special meeting to be held on Dec. 21.

## Pennsylvania Lebanon

Allen G. Horst, 72, a carpenter employed on a construction job in the Capitol building, was fatally injured in a fall from a 12-foot scaffold.

## PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA.

Theatre Installations  
and Maintenance



All New Exploitation  
Pictures—Playing to  
Big Grosses . . .

## ROSE ROAD SHOWS

1015 New Jersey Ave., N.W.  
Wash., D. C. ST 3-8940





Attending the recent conference with Elmer C. Rhoden, president, National Theatres, Inc., in Los Angeles were, left to right, Robert Selig, assistant to the president, Fox Inc., in Los Angeles; Gordon Hewitt, zone manager, Fox Wisconsin Inter-Mountain Theatres, Denver; William Moclair, managing director, Roxy, New York City; Theatres, Milwaukee; Harold W. Seidenberg, managing director, Fox, Philadelphia; Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres and vice-president National Theatres, Inc., and David M. Idzal, managing director, Fox, Detroit.



Judy Holliday, star, Columbia's "Phffft," recently in Philadelphia for the opening of the film at the Goldman, helped launch the 1954 annual Cerebral Palsy campaign by making a donation to several of the children as marines from the local Marine Corps recruiting office looked on.

## BOX OFFICE STATEMENTS

a Daily memoranda of the complete  
THEATRE CASH CONTROL SYSTEM

Price: 25c per 50-sheet pad

Printed on both sides so that complete factual totals for one day can be kept on one 8 1/2 x 5 1/2 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Ask for **SAMPLE SHEETS!**  
Sold **ONLY** to Subscribing Theatres by  
**EXHIBITOR BOOK SHOP**  
746-48 N. Clarion Street, Philadelphia 7, Pa.

## Reading

Statements by incoming state authorities to the effect that state laws affecting bingo will be strictly enforced drew the attention of most theatre managers here. If the games are strictly enforced by barring cash prizes, theatres will benefit, but reports say that in the absence of strict supervision the law is violated and that theatres are thus facing illegal competition.

Theatre employees are already planning Christmas parties, timing them for midnight hours after theatres close. Timing is being arranged so that no conflicts with midnight shows will occur.

Any prospect that the city authorities would eliminate or split the 10 per cent amusement tax for 1955 have vanished, for a year at least. A new budget, which in itself does not provide for all the money city officials think they will need, has been introduced in City Council. It calls for retention of the tax, same rate as in 1954. Similar action is being taken in various townships and boroughs to levy similar taxes for the benefit of school boards or borough treasuries.

## Scranton

One of 10 children of Mr. and Mrs. Thomas Allen, Miss Regie Allen, was the winner of the \$499.95 refrigerator in the advertising contest recently sponsored by Comerford Theatres and the Scranton Dry Goods Company in connection with the showing of "White Christmas" at the Comerford, announced manager Ed McGovern.

Manager Tom Jones, Strand, had a tie-in with one of the local florists on the opening of "The Last Time I Saw Paris." An Elizabeth Taylor rose was presented to the first 1,000 ladies attending. . . . All Comerford Theatres are enthusiastically supporting the Crippled Children's Fund Drive sponsored by the Variety Club of Philadelphia. . . . The issuance of movie check books has been reinstated by the Comerford organization in time for Christmas.

A student at George Washington University, Washington, Frini Spiegel, daughter of Harry Spiegel, Comerford

advertising department, was the recent holiday guest of her parents. . . . Lieutenant M. B. Comerford, Comerford Theatres, Inc., has been named to the publicity committee of the forthcoming dance of the Reserve Officers Association. . . . Among those on hand to witness the Notre Dame-Southern California football game at South Bend, Ind., recently was Tom Walker, Comerford. . . . Bob McDonough, Comerford, has proudly acquired a new Chrysler.

The Taurus Club, a businessmen's club, will sponsor a Christmas theatre party for all the youngsters of the area at the Rialto, according to word of manager Jack McCloskey.

## Weatherly

Pete Magazzu's Ritz has closed.

## Virginia Richmond

Members of the Virginia Motion Picture Theatres Association were reported as believing government intervention in the motion picture industry may be necessary even though it may be harmful. Following four sectional meetings of the organization in Norfolk, Wytheville, Natural Bridge, and Richmond, it was pointed out that Virginia theatre closings have been increasing lately, with many more due to close if there is not a drastic change in film terms for small situations. The TOA production finance plan and the COMPO audience poll received definite support.

## Variety Club Tent 13, Philadelphia

The Tent announced that the annual New Year's eve party will be held on Dec. 31. Buffet supper will be served. Music will be by Joe Miller, and the fee will be \$15 per couple. Reservations are limited.

The Ladies Auxiliary will hold its installation dinner at the Embassy on Jan. 10.

January 10 is the testimonial dinner in honor of retiring Chief Barker Norman Silverman and newly elected Chief Barker Louis J. Goffman and the Crew for 1955. The affair will be held in the Bellevue-Stratford Hotel.

## PLAY IT SAFE!



Support—  
THE ARTHRITIS  
AND RHEUMATISM  
FOUNDATION



# ALLIED ARTISTS

## Port Of Hell (5505) MELODRAMA 80M.

ESTIMATE: Okeh programmer for the dualers.

CAST: Wayne Morris, Dane Clark, Carole Mathews, Otto Walde, Marshal Thompson, Marjorie Lord, Tom Hubbard, Harold Perry, Charles Fredericks, Gene Roth. Executive producer William F. Broidy. Produced by Robert Nunes; directed by Harold Schuster.

STORY: Dane Clark, port warden of Los Angeles, takes his duties and responsibilities seriously and runs his office with an iron hand. His friend and assistant is Marshal Thompson, an associate from the Navy, married to Marjorie Lord. They have a couple of youngsters. Clark has trouble with some of the fishermen enforcing new rules, as well as tugboat captain Wayne Morris. During one of their disagreements, he meets Morris' sister, Carole Mathews, and is attracted to her. Meanwhile, they get a tip that a newly-arrived freighter needs investigating and the captain under pressure admits there is an atomic bomb aboard which was to be detonated from another vessel many miles away. Clark persuades Morris and several of the fishermen to try and pull the vessel out to sea while he is on board. Thompson insists on going along. They finally get the vessel out far enough and get away. There is an explosion which is later explained as a government test. They return to find Lord awaiting Thompson and Matthews waiting for Clark.

X-RAY: Well-made and with much suspense as the climax draws near, this entry should do okeh as a program entry with an interesting story, good characterizations, a different background, and okeh direction and production. The screen play is by Tom Hubbard, Fred Eggers, and Gil Doud, based on an original story by Doud and D. D. Beauchamp.

AD LINES: "A Different Thrill Awaits You In The 'Port Of Hell'"; "A Water-front Thriller"; "Fast Action . . . Tense Suspense!"

# COLUMBIA

## The Bamboo Prison (731) MELODRAMA 80M.

ESTIMATE: Routine programmer.

CAST: Robert Francis, Dianne Foster, Brian Keith, Jerome Courtland, E. G. Marshall, Earle Hyman, Jack Kelly, Richard Loo, Keye Luke, Murray Matheson, King Donovan, Dick Jones, Pepe Hearn, Leo Gordon. Produced by Bryan Foy; directed by Lewis Seiler.

STORY: In a prisoner of war camp in North Korea containing American fighting men, there are a few collaborators who have gone on the side of the Communists. Most hated is Robert Francis. However, known only to one prisoner, a secret agent, Brian Keith, is the fact that Francis is really an intelligence agent. He gets special privileges as well as a chance to romance Dianne Foster, the Russian-born wife of another American traitor in charge of propaganda, Murray Matheson, and is able to get valuable information from her. In the process, they fall in love, and at the right time, as truce sessions are in progress, he is able to get Keith and Foster out of the area. At the prisoner exchange, Francis refuses to go home preferring to remain in Red territory to get more information. He asks Keith to care for Foster and for her to wait for him.

X-RAY: A little behind the times, topically speaking, this entry has enough ex-

# MOTION PICTURE

# EXHIBITOR

# SERVICESECTION

*The original Pink Section evaluations of features and shorts*

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citement, atmosphere, and interest to be considered as an average entry for the lower half. The story is by Jack DeWitt, while the screen play is by DeWitt and Edwin Blum.

TIP ON BIDDING: Program price.

AD LINES: "Espionage At An American POW camp In North Korea"; "The U.S. Needed Information And He Got It"; "Action . . . Adventure . . . Excitement And Illicit Romance Behind The Bamboo Curtain."

# LIPPERT

## The Siege (5323) MELODRAMA 63M. (Spanish-made) (Dubbed in English)

ESTIMATE: For the lower half.

CAST: Aurora Bautista, Fernando Rey, Virgilio Teixeira, Eduardo Fajardo, Manuel Luna, Jesus Tordesillas, Guillermo Marin, Juan Espantaleon. Directed by Juan De Orduna. A Cifesa Production.

STORY: Spain is invaded by the armies of Napoleon, Guillermo Marin. Aurora Bautista is rescued by Virgilio Teixeira and his Spanish guerillas from the French, taken to Zaragoza to deliver secret orders to the Spanish to overthrow the governor and imprison Eduardo Fajardo, her fiance, who is a traitor. Defeated by the French, the Spaniards retreat to Zaragoza where they hold out six months despite superior forces, other tribulations of war. Bautista secures Fajardo's release and he joins the defenders, refusing French orders to kill Fernando Rey, leader of the siege. He is killed, but Bautista is still firing a cannon when the French finally enter Zaragoza.

X-RAY: While there are hundreds in the cast, the story, acting, direction, and production are inferior, and the best place for this is the lower half of the double bill where filler is needed. Confusion runs rampant. There is some action now and again which helps. The screen play is by Vicente Escriba based on a story by Clements Pamplona and A. F. Marrero.

AD LINES: "A Vast Spectacle As Napoleon's Armies Pour Across Spain"; "Fury And Violence Follow In The Path Of Napoleon's Armies"; "A Cast Of Hundreds . . . Action . . . Thrills . . . Adventure."

## The Silent Raiders (5404) MELODRAMA 65M.

ESTIMATE: For the lower half.

CAST: Richard Bartlett, Earle Lyon,

Jeanette Bordeaux, Earle Hansen, Robert Knapp, Fred Foote, Frank Stanlow, Carl Swanstrom. Produced by Richard Bartlett; directed by Earle Lyon.

STORY: A seven-man patrol lands on the French coast with orders to knock out a German communications center three miles inland in conjunction with a large scale commando raid. Several members are killed either by snipers, by trickery, or while off guard at the barn-like objective which they capture and hold during the raid. One of the men is killed by a wounded German while he is romancing Jeanette Bordeaux in a shack enroute.

X-RAY: There is some suspense to be found in this relatively simple tale of a patrol on a mission during World War II, along with a fair story, performances, direction, and production. It belongs on the lower half. The screen play is by Richard Bartlett. A song, "Sergeant Jack," is to be heard.

AD LINES: "They Had Orders That Meant Kill Or Be Killed"; "They Had A Mission And Nothing Was To Stand In Their Way"; "One Look At Her And A Man Forgot What He Came For."

# MGM

## Bad Day At Black Rock (515) DRAMA 81M.

(CinemaScope)  
(Eastman Color)

ESTIMATE: Well-made drama has the names.

CAST: Spencer Tracy, Robert Ryan, Anne Francis, Dean Jagger, Walter Brennan, John Ericson, Ernest Borgnine, Lee Marvin, Russell Collins, Walter Sande. Directed by John Sturges; produced by Dore Schary.

STORY: On a summer day in 1945, a streamliner grinds to a stop at the desert town of Black Rock for the first time in years and the townspeople are agog as one-armed Spencer Tracy gets off. Hostility is everywhere. Hotel clerk John Ericson tries to tell him they are filled but he registers by himself. Lee Marvin tries to goad him into a fight but fails. He meets evasion at every turn with the town veterinarian, Walter Brennan, the only civil citizen. He asks to rent a vehicle, but is refused until Anne Francis, sister to Ericson, rents him her jeep despite a warning from rancher Robert Ryan, who evidently runs the town. Ryan convinces the others that Tracy must be put out of the way after he discovers that a Japanese farmer is missing and the



house burned. Ernest Borgnine tries to wreck the jeep and later picks a fight. Tracy almost kills him with judo. He tries to call the police since town sheriff Dean Jagger is in with Ryan but can't get through. He realizes he is trapped and will be killed come nightfall. Ericson finally reveals that four years ago, some of the townspeople got drunk and killed the Japanese farmer. Tracy reports that he came to give the dead man a medal earned by his soldier son. Ericson convinces Francis she must get Tracy out, but she leads him into a trap sprung by Ryan who kills her and tries to kill Tracy. The latter, using war-time tactics, overpowers Ryan and takes him prisoner. The next day, the state police round up everyone concerned. Before he leaves, Tracy turns over the medal to Brennan to start the town afresh.

**X-RAY:** Loaded with taut, tense drama and suspense-filled situations, this entry looks like better dramatic fare that will be aided by the "name" value in the cast. Tracy turns in a fine job and is more than ably supported by the others. The story holds interest from start to finish and is full of imagination and neat touches. Direction and production are in the better category. The screen play is by Millard Kaufman adapted by Don McGuire based on a story by Howard Breslin.

**TIP ON BIDDING:** Higher rates where intense drama is appreciated.

**AD LINES:** "A Man With A Mission Spends 24 Hours In A Desert Town And Is Almost Killed"; "He Was Marked For Murder That 'Bad Day At Black Rock'"; "He Got Off A Train And A Town Was Petrified With Fear."

## PARAMOUNT

### The Country Girl (5409)

DRAMA  
104M.

**ESTIMATE:** High rating drama.

**CAST:** Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Gene Reynolds, Jacqueline Fontaine, Eddie Ryder, Robert Kent, John W. Reynolds, Ida Moore, Frank Scanell, Ruth Rickaby. Produced by William Perlberg; directed and written for the screen by George Seaton.

**STORY:** Young and successful Broadway director William Holden is having trouble finding a suitable lead for his play and would like to audition Bing Crosby, one-time star who ruined his career with drink. Producer Anthony Ross is reluctant but gives in. The audition is fine, but Crosby leaves before a decision is made. Holden goes looking for him and meets Crosby's wife, Grace Kelly, looking faded and older than her years because of neglect. He informs both that Crosby can have the part if he works hard and doesn't drink. Kelly assures wavering Crosby that he can do it. Crosby informs Holden that Kelly is responsible for his condition, she having taken to drink when their young son was killed and trying suicide. Holden, a divorce-victim himself, resents Kelly. A flashback shows it was really Crosby who was responsible for the boy's death. The play tries out and is panned. Ross is for getting rid of Crosby but Holden orders Kelly to leave as a bad influence. Crosby goes out on a drinking spree and winds up in jail. There, Holden confronts Kelly with Crosby's accusations, and she tells him the true story. His admiration for her amounts to love. Crosby admits all to Holden and is all the better for the confession and self-analysis. When the show arrives in New York it is a hit. Kelly is asked to choose between them for the future and goes back to a new Crosby.

**X-RAY:** Here is a vehicle that permits three top actors to display talents of Academy Award-winning stature. Crosby shows that he is master of things other than the song and comedy patter while Kelly is superb in her portrayal of the wife with a problem and Holden is the excellent actor he always is. The story itself is powerful drama told forcefully and yet with taste. The direction and production are in the better category. To sum up, this is the kind of dramatic entertainment that will be best appreciated by adults. It is one of the better entries of the year. It is based on the play by Clifford Odets. Songs heard include "The Search Is Through," "Dissertation On A State Of Bliss," "The Land Around Us," and "The Pitchman." Maximum aspect ratio: 1.85-1.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "A Film With A Heart"; "Three People Had A Problem They Had To Solve . . . Who Would Get Hurt?"; "She Took A Man For Better Or For Worse . . . And Found The Meaning Of True Love."

## REPUBLIC

### The Atomic Kid (5314)

COMEDY  
86M.

**ESTIMATE:** Okeh for the duallers.

**CAST:** Mickey Rooney, Robert Strauss, Elaine Davis, Bill Goodwin, Whit Bissell, Dan Riss, Joey Forman, Hal March, Peter Leeds, Fay Roope, Stanley Adams, Robert Emmett Keane. Associate producer Maurice Duke; directed by Leslie H. Martinson.

**STORY:** Mickey Rooney and his persuasive buddy, Robert Strauss, are hunting uranium in the desert and are in need of food and water when they come across an empty house. They take shelter there, especially since their Geiger counter shows uranium in the area. The next morning, Strauss leaves to try and file their claim, leaving Rooney behind, at which point an atom bomb is exploded in the nearby tower. Rooney survives, but is radioactive and becomes a government charge until they investigate him and can de-activate him. In the hospital during the process, he meets nurse Elaine Davis and they fall in love. Strauss goes about trying to make money as Rooney's manager, and gets mixed up with spy Robert Emmett Keane. Finally the day arrives when he is free to go, and he and Davis get married after Keane and the spy ring is broken due to an accident on Rooney's part. Enroute to a honeymoon, they find themselves in the desert and stop to ask directions at a deserted house only to walk into a similar set-up. They get out of the area fast.

**X-RAY:** There is some cute though obvious comedy to be found here, and audience satisfaction should be forthcoming if they are not too discriminating but rather accept it for the spoof it is. It should be okeh as lower half material. The screen play is by Benedict Freeman and John Fenton Murray based on a story by Blake Edwards. Maximum aspect ratio: 1.85-1.

**AD LINES:** "He Became Famous With A Bang"; "Everytime He Kissed A Gal He Lit Up."

## 20TH-FOX

### There's No Business Like Show Business (426)

MUSICAL  
117M.

(CinemaScope)  
(Color by DeLuxe)

**ESTIMATE:** Colorful musical is headed for better grosses.

**CAST:** Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor, Richard Eastham, Hugh O'Brian, Frank McHugh, Rhys Williams, Lee Patrick, Eve Miller, Robin Raymond, Lyle Talbot, George Melford, Alvy Moore, Chick Chandler, Henry Slate. Produced by Sol C. Siegel; directed by Walter Lang.

**STORY:** Back in 1919, the vaudeville team of husband and wife Ethel Merman and Dan Dailey are knocking them dead. The stock market collapses and vaudeville is dead so they turn to radio commercials, etc. Eventually they go back to vaudeville, this time with the whole family, including daughter Mitzi Gaynor, sons Johnnie Ray and Donald O'Connor. O'Connor meets hatcheck cutie Marilyn Monroe trying for a singing career, but gets nowhere. Agent Richard Eastham is impressed when she does a number. Ray informs the others he wants to be a priest and leaves the act. Later the family plays the same bill with Monroe and she and O'Connor fall in love. Eastham offers Monroe a part in a show with roles for Gaynor and O'Connor. O'Connor is jealous of Eastham, and he and Monroe quarrel. He gets into an accident and is unable to appear on opening night, with Merman going on in his place with Gaynor. The latter and lyric writer Hugh O'Brian fall in love and are married by Ray when he is ordained. O'Connor, after a quarrel with Dailey, disappears. Merman blames Monroe, but Gaynor patches things up. At a benefit, all are reunited when O'Connor shows up in a sailor's uniform.

**X-RAY:** This one is really loaded with music, lavish color displays, some good gags, and dance routines, sprightly dialogue, a story that is familiar yet interesting, good characterizations, and smooth direction and production. What with the "names," plus the title, plus the promotion, this should really be up in the better boxoffice category. Its big, bold, brassy, and funny, yet it has its moments of warmth and it should please those seeking light, gay, and slightly nostalgic entertainment. The screen play is by Phoebe and Henry Ephron from a story by Lamar Trotti. The lyrics and music are by Irving Berlin. Among the tunes heard are "There's No Business Like Show Business," "After You Get What You Want You Don't Want It," "Play A Simple Melody," "Lazy," "When The Midnight Choo Choo Leaves For Alabam'," "If You Believe," "A Man Chases A Girl," "Heat Wave," "A Sailor Is Not A Sailor Until He's Been Tattooed," and "Alexander's Ragtime Band."

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "The Musical To Top All Musicals"; "A Talent-Filled Delight About Show Biz In Action"; "Fun And Entertainment For All With An All-Star Cast."

## UNITED ARTISTS

### The White Orchid

MELODRAMA  
81M.

(LeBorg) (Eastman Color)

**ESTIMATE:** Okeh for the duallers.

**CAST:** William Lundigan, Peggie Castle, Armando Silvestre, Rosenda Monteros, Jorge Trevino, Alejandro de Montenegro, Miguel A. Gallardo. Produced and directed by Reginald LeBorg.

**STORY:** William Lundigan, lecturer and archaeologist working for a magazine, is in Mexico covering a fiesta and learns of a mysterious people deep in the jungle whose ways may date back to ancient



days. He sends for a photographer only to have Peggie Castle arrive. He is disappointed, but she proves her ability and remains. She persuades ranch owner Armando Silvestre to guide them as far as the jungle, and after he falls in love with her, all the way to the peoples he has visited several times. When a prince of the tribe is killed accidentally, they are sentenced to death, but manage to break loose. Silvestre sacrifices himself so that Castle and Lunigan can get away. Their love for each other is strengthened all the more by the adventure.

**X-RAY:** There are some colorful scenes of Mexican fiestas and some of the events to be found therein as well as some tribal settings and colorful surroundings. The story is average, as are the cast members, direction, and production. It should do okeh as lower half material. The screen play is by Reginald LeBorg and David Duncan. Maximum aspect ratio: 1.85-1.

**TIP ON BIDDING:** Low bracket.

**AD LINES:** "The Jungle Had A Way With Women"; "Adventure In Mexico's Deepest Jungles"; "They Found A Lost People And Almost Died Doing It."

## U-International

**Destry (508)** OUTDOOR MELODRAMA 95M.

(Print by Technicolor)

**ESTIMATE:** Remake has the angles for exploitation.

**CAST:** Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Wallace Ford, Mary Wickes, Alan Hale, Jr., Lee Aaker, Trevor Bardette, Walter Baldwin. Produced by Stanley Rubin; directed by George Marshall.

**STORY:** Lyle Bettger runs the town of Restful as well as his own saloon and gambling hall. When Bettger, with the help of entertainer Mari Blanchard, cheats Walter Baldwin out of his ranch in a card game, sheriff Trevor Bardette investigates and is killed. In a jest, Mayor Edgar Buchanan swears in town drunk Thomas Mitchell, who once claims to have been a deputy to an old friend long dead. He accepts the challenge, stops drinking, and sends for the son of his old friend, Audie Murphy, who recently had a hand in cleaning up another town. When he arrives, he becomes the laughing stock of the town and doesn't wear a gun. He adheres to the law and is forced to rule that Baldwin's loss is legal, which doesn't endear him to Baldwin's niece, Lori Nelson. He arrests a henchman of Bettger's on suspicion of killing the sheriff. He is freed by Bettger's men and Mitchell fatally shot. Murphy dons his guns and goes after Bettger and kills him and his henchman. Blanchard is killed trying to protect Murphy. Baldwin gets his ranch back and Murphy and Nelson can make plans for the future.

**X-RAY:** There probably will be a lot of curiosity amongst those who remember the original "Destry Rides Again" and who want to compare. The present day entry shapes up as a pretty good outdoor show with a by-now familiar yarn, some cute musical numbers, a goodly amount of action, average performances, direction and production. It should do okeh as part of the program. The music heard includes "If You Can Can-Can," "Bang, Bang," "Empty Arms." The screen play is by Edmund H. North and D. D. Beauchamp, based on a story by Felix Jackson, suggested by Max Brand's novel "Destry Rides Again." This bears a Legion of Decency "B" rating.

**TIP ON BIDDING:** Fair program price.

**AD LINES:** "She Had A Way With Men;

He Had A Way With Guns"; "A Tale Of The West . . . Its Men . . . Its Women"; "She Wanted To Know What The Boys In The Backroom Would Have."

**West Of Zanzibar (503)**

MELODRAMA 84M.

(Rank)  
(English-made in Africa)  
(Color by Technicolor)

**ESTIMATE:** Import is okeh programmer.

**CAST:** Anthony Steel, Sheila Sim, Edric Connor, Orlando Martins, William Simons, Martin Benson, David Osieli, Bethlehem Sketch. Produced by Leslie Norman; directed by Harry Watt.

**STORY:** When African game warden Anthony Steel discovers members of an African tribe assisting ivory smugglers by illegal killing of elephants, he asks chief Edric Connor to stop them. The chief is powerless and instead asks Steel to crack down on the smuggling ring. Getting unofficial leave, Steel and his wife, Sheila Sim, get some leads but are not able to learn the identity of the ringleader, attorney Martin Benson. Steel and Connor follow some of the tribesmen but lose the trail when they come across their dead bodies. They catch up with Benson and his men with a load of ivory. With native aid, they succeed in capturing all, but Connor is killed in the process. His son vows to take over and do a proper job in keeping the tribe in line and away from big city temptations.

**X-RAY:** There's a good bit of excitement to be found in this entry as well as some authentic background footage, jungle sequences, etc., which should add to the attractiveness. It could go in regulation houses, as well as in art and specialty spots. Harry Watt wrote the story, while the screen play is by Max Catto and Jack Whittingham.

**TIP ON BIDDING:** Program rate.

**AD LINES:** "Adventure And Action 'West Of Zanzibar'"; "Thrills And Chills In The Jungle With A Different Kind Of Adventure Film"; "Ivory Smugglers . . . Jungle Animals . . . Native Tribes In Revolt . . . Action . . . Jungle Vengeance . . . All In 'West Of Zanzibar'."

## The Shorts Parade

### FOUR REEL

#### Color Documentary

**FOR PEACE AND FRIENDSHIP.** Artkino. 39m. Color. Seen here are some of the highpoints of the Bucharest Youth Festival of 1953. In the huge stadium of the Rumanian capital, contestants from all over the world compete in track and field events. Communist leaders in the reviewing stand watch some mass exercises by the entrants. The delegates from all nations of the world also see entertainment put on by their colleagues. **FAIR.**

### TWO REEL

#### Color CinemaScope Novelty

**FLYING TO FISH.** 20th-Fox—Movie-tone CinemaScope. 16m. Shown are the picturesque mountain lakes in Alaska which were inaccessible before the coming of the airplane. The lakes provide excellent fishing and are the only places in North America where salmon can be caught with rod and reel. While of special interest to anglers, the panoramic views from the air are especially impressive in the CinemaScope process. **GOOD.** (7426).

## Comedy

**CUPID GOES NUTS.** Columbia—Assorted Favorite Reprints. 16m. When first reviewed in *THE SERVICESECTION* of July, 1947, it was said: "Vera Vague, a shy spinster professor, in the local college, greets her twin sister, discharged from the Wacs. The sister is just the opposite of Vague, inclined to be a little wolfish. She sets her sights for Vague's boy friend, hoping to have him propose, at the same time instructing Vague to take care of her friend for the night. Confusion reigns. Vague plays a dual role. **FAIR.**" (7423).

**THE GOOD BAD EGG.** Columbia—Comedy Favorite Re-releases. 17m. When first reviewed in *THE SERVICESECTION* of April, 1947, it was said: "Joe De Rita, inventor, despondent over having to keep a bachelor apartment, soon finds a girl, and, after a quick courtship, they find a preacher. His wife's son, from a previous marriage, makes life miserable, outsmarting him at every turn. When the moment arrives for De Rita show off his latest invention, junior sees to it that everything doesn't run smoothly, and the invention is a failure. De Rita finally gives up, but not before he gets his revenge. **FAIR.**" (7433).

## Musical

**LEAVE IT TO HARRY.** U-I—Musical Featurette. 16m. Starring Harry James, his orchestra, Jeri Southern, Peter Potter, etc., this has a pair of youngsters from a nearby college come up to interview James about a typical day and for the boy to play for him. They follow him around recording sessions, a broadcast, an interview by Potter, a filming sessions, etc., until the girl is glad to call it a day and she insists that her boy friend stick to his law studies and just play the trumpet as a hobby. Music heard includes "Palladium Party," "Ultra," "Don't Be That Way," "The Two Of Us," "I'll Remember April," and "Jazz Me Blues." **GOOD.** (9311).

## Novelty

**CIRCUS TRAINER.** RKO—Specials. 17m. As winter arrives, a French circus goes into hibernation, but all is not quiet and peaceful during the non-performing months because the animals must go through their paces continually. It also gives trainers a chance to break in newly acquired animals as well as to permit novice trainers to show what they can do. Horses, elephants, tigers, lions, chimpanzee, leopard, etc., are seen at work. A would-be trainer goes down before a leopard and is hurt. **EXCELLENT.** (53102).

## ONE REEL

### Color Cartoons

**BOO RIBBON WINNER.** Paramount—Caspar Cartoons. 6m. Caspar shows up at a dog racing track seeking friends and finds the dogs being weighed in. One, Molasses, overweight and slow, is warned that he must win the next race or be sent to the pound. Caspar helps him by setting up a training program. Nothing helps much until he uses a hornets' nest to assist, and Molasses streaks across the finish line, a winner. **GOOD.** (B14-2).

**THE FLYING SQUIRREL.** RKO—Walt Disney Cartoons. 7m. A squirrel is attracted to peanut vendor Donald Duck and his wagon in the park and he agrees to help him put up a sign for a peanut. When the latter turns out to be rotten,

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## Y

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

## The Shorts Parade

(Continued from page 3887)

he asks for another one, but Donald refuses which leads to warfare between the two. It winds up with Donald flat on his back and the squirrel taking his peanut. GOOD. (54102).

GIFTS FROM THE AIR. Columbia—Color Favorites Cartoons Reissues, 7m. When first reviewed in THE SERVICESECTION of February, 1937, it was said: "This tells how a little boy gets a lot of fun out of some broken down toys. He prays and then believes the toys come from heaven. Some radio impersonations in this are good. GOOD." (7604).

GOPHER SPINACH. Paramount—Popeye Cartoons, 6m. Popeye decides to plant some spinach plants in his backyard and gives them loving care, but a gopher messes up the plants. Popeye corners him but hasn't the heart to shoot. The gopher is able to repay him when the sailor is trapped by an angry bull, whereupon the gopher eats some spinach and goes to the rescue. They decide to raise the spinach together. GOOD. (E14-2).

MYSTO FOX. Columbia—Color Favorites Cartoons Reissues, 7m. When first re-

viewed in THE SERVICESECTION of October, 1946, it was said: "The crow, in order to get free room and board, applies for a job with Mysto Fox, the magician, dressed as a rabbit. The fox hires him but in the act the crow turns things around, and saws the fox in half. This ends with the fox shooting at the running crow with a cannon." This was originally of the Fox and Crow series. FAIR. (7605).

PRIVATE EYE POPEYE. Paramount—Popeye Cartoons, 7m. In a take-off on "private eye" yarns, Popeye plays the part of a private detective assigned to guard Olive Oyl's jewels. The butler steals a valuable gem and takes off, with Popeye on his trail. The trail leads him to Paris, to the Alps, to Persia, etc. He finally, with the aid of spinach, lands his man in Alcatraz and returns the gem to Olive who rewards him with a kiss. GOOD. (E14-1).

THE TRIAL OF MR. WOLF. Warners—Blue Ribbon Hit Parade Reissues, 7m. When first reviewed in THE SERVICESECTION of February, 1946, it was said: "This is a satire on the Little Red Riding Hood story. This time, the wolf claims to be innocent. In front of a jury, he relates how Miss Hood delivered him to grand-

mother's door-through a false plan, and how he was almost killed by grandma, who turned out to be the owner of a fur coat establishment. The wolf swears that if the story isn't true may a street car run over him, and sure enough it does. GOOD." (2305).

## Novelty

SKI FLIGHT. Warners—Varieties, 9m. For those interested in skiing, this short takes an instructional point of view. With Otto Lang on skis, he demonstrates the Arlberg technique in a step by step sequence. Detailed explanations of various ski maneuvers and demonstrations are given, before we see the ski expert in a solo flight down the mountain. This is primarily an instructional film. FAIR. (2602).

## Sports

WILLIE MAYS. RKO—Sportscope, 8m. Willie Mays, National League batting champ for 1954 and star center fielder for the champion New York Giants, is shown at home relaxing, playing stickball on the streets with Harlem youngsters, talking baseball to the kids, and working out at the Polo Grounds both in actual games and at batting practice. GOOD. (54303).



ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER
Target Earth R. Denning, V. Grey, K. Crowley  Cry Vengeance M. Stevens, M. Hyer	The Black Knight A. Lodd, P. Medina (Technicolor) (Made in England)  Fire Over Africa M. O'Hara, M. Corey (Technicolor)  Cannibal Attack J. Weissmuller, J. Wolsh, D. Bruce  The Affairs of Messalina M. Felix, G. Marchal (Italian-made)	The Siege (Spanish-made)          A Race Far Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Choney, M. Roth (AnascoColor) (Made in El Salvador)	Athena J. Powell, D. Reynolds, V. Damone (Eastman Color) (Print by Technicolor)  The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor)  Tarzan The Ape Man Tarzan Escapes (Reissues)	White Christmas B. Crosby, D. Kaye, R. Clooney (Technicolor) (VistaVision)    This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	Cattle Queen Of Montana B. Stonwyck, R. Reagan (Technicolor) (SuperScope)    The Shanghai Story R. Roman, E. O'Brien  The She-Wolf Kerima (Italian-made) (Dubbed in English)	The Shanghai Story R. Roman, E. O'Brien  The She-Wolf Kerima (Italian-made) (Dubbed in English)	Black Widow G. Rogers, V. Heflin, G. Tierney (Color by DeLuxe) (CinemaScope)  Desiree M. Brando, J. Simmons, M. Oberon (Color by DeLuxe) (CinemaScope)  The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color)  Black 13 P. Reynolds, R. Anderson (English-made)	The White Orchid W. Lundigan, P. Castle (Color) (LeBorg)  Twist Of Fate G. Rogers, J. Bergerac (Made in France) (Setton-Sloan)  Shield Far Murder E. O'Brien M. English (Schenck-Koch)  You Know What Sailors Are A. Tomiroff, D. Sinden (Technicolor) (English-made) (Rank)  Snow Creature P. Langton, L. Denison (Wilder)	Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor)    Ricochet Romance M. Main, C. Wills  Bengol Brigade R. Hudson, A. Dahl (Technicolor)	Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope)    Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)
DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER
Tanight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)  Part Of Hell D. Clark, C. Matthews, W. Morris	Phffft J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	A Race Far Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Choney, M. Roth (AnascoColor) (Made in El Salvador)	Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)  Battleground The Asphalt Jungle (Re-issues)	Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)    Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)  The Americana G. Ford, C. Romero, U. Theiss (Technicolor)	Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss  Hell's Outpost R. Comeran, J. Leslie, C. Wills	Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss  Hell's Outpost R. Comeran, J. Leslie, C. Wills	There's No Business Like Show Business E. Merman, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine  The Other Woman H. Haas, C. Moore	Vera Cruz G. Cooper, B. Lancaster, D. Darcel (Technicolor) (SuperScope) (Hecht-Lancaster)  Ramea and Juliet L. Horvey, S. Shentall (Technicolor) (Rank)  The Steel Cage P. Kelly, M. O'Sullivan (Swartz-Doniger)	Sign Of The Pagan J. Chandler, J. Palance, L. Tcherino, R. Gom (Technicolor) (CinemaScope)  The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	The Big Sleep Sarataga Trunk (Reissues)
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
The Big Cambo C. Wilde, R. Conte, J. Wallace  Bawery Ta Bogdad Bowery Boys  Rider of the Ruby Hills Z. Scott, C. Matthews, D. Foran		They Were So Young S. Brady, R. Burr, J. Matz (Made in Germany)  The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Choney	Bod Day At Black Rack S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)  Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	Tarzan's Hidden Jungle G. Scott, V. Miles  Underwater! J. Russell, R. Egon, G. Roland (Technicolor) (Superscope)			Sa This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)  Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)  West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	The Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)	

OBSERVATIONS

Dec. 25—Christmas Day  
Jan. 1—New Year's Day

MOON PHASES

DECEMBER ..... 3  
JANUARY ..... 1-31

Quarter



2

Full



3

Last



4

New



FILMAKERS

Dec.—Crashout—W. Bendix, A. Kennedy, B. Michaels





**DO THEY KNOW**

# **WHAT'S PLAYING** at your theatre

When Dad gives the word that this is the night to go out, do they know what's playing at your theatre?

If the family lines up in front of *your* boxoffice, it means you've done a lot of that shouting called Showmanship . . . of posting all over town . . . Standees in your lobby . . . Displayaways and Heralds away from theatre . . . and trailers selling every feature on your screen!

They can't help knowing what's playing when you use that kind of Showmanship . . . and your boxoffice will know it, too!



NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY



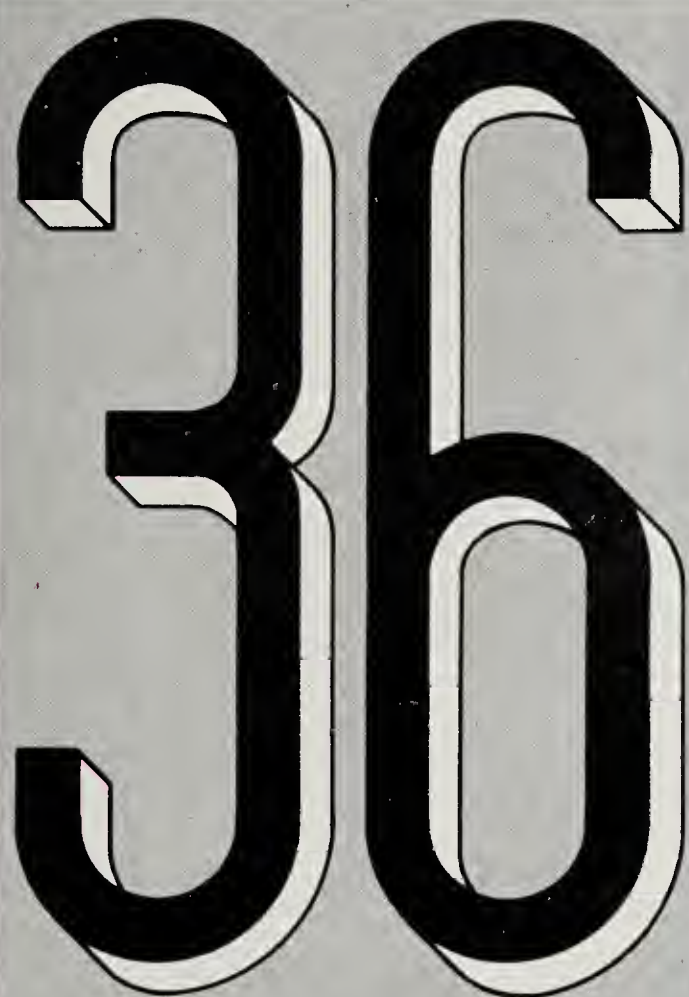


**MOTION PICTURE**

# EXHIBITOR

**DECEMBER 22, 1954** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



**YEARS of  
SERVICE  
to the NATION'S  
THEATREMEN**

## **RKO Stock Buy Ends**

(page 11)

## **Johnston Sees Foreign Boom**

(page 22)

AND FEATURING: **STUDIO SURVEY**

In this 36th Anniversary Issue of one of the industry's pioneer trade papers will be found headlines of the past year; many other features, along with season's greetings and a renewal of the pledge for 1955. "The fullest efforts for everyone within the industry."



Congratulations to the M. P. EXHIBITOR on  
your 36th year of fine industry service!



IT'S  
OFF  
TO  
A  
FLYING  
START!

M. P. DAILY

Boxoffice Stimulan

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THEATR

Campaign, to R  
To Use 'There's

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INDEPENDENT FILM

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# TALK OF THE IN

**M-G-M Does It Again! Great Response  
From Theatres and Trade Press. Thanks!**

Forward in '55! The response to M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION has been tremendous. M-G-M's nationwide promotion is perfectly timed to accelerate the box-office upbeat. Tie-in your theatre with a local Celebration to stimulate your business. Watch for M-G-M Press Book, soon available with FREE accessories. You asked for ACTION, Mr. Showman! This campaign is for you. Join now!



# METRO'S SHOWMANSHIP DRIVE ACCENTS 'THEATRE'S PLACE IN THE COMMUNITY'

TO  
'55

1 to April 30,  
Movies' Slogan

SHOWMEN'S TRADE REVIEW

To maintain the momentum of the film biz's recovery in 1954, Metro is launching a nationwide showmanship drive designed as a salute to exhibitors of the United States and Canada. The campaign's first day (Tues.)

FILM DAILY

Four-Month Project at Start  
Of New Year Designed to  
Stimulate Exhibitor Efforts

FIRST MGM WORKSHOP FILLS HOTEL'S BALLROOM

## PROMOTION AT COMMUNITY LEVEL

M. P. HERALD

Selling Workshop  
Inaugural Session

WORKSHOPS DRAW BLUEPRINT  
FOR INCREASED PATRONAGE

M. P. EXHIBITOR

Exhibitors Laud  
MGM Workshop

FILM BULLETIN

SHOWMAN CALL  
WORKSHOP 'TONIC'

# INDUSTRY!

WOW!

Preview of M-G-M's

## "BAD DAY AT BLACK ROCK"

SENSATIONAL!

Market Research Service survey is one of the highest reports in dramatic field. The first public showing last week of M-G-M's first Celebration release held the audience spellbound at Loew's 72nd St. Theatre, N.Y. It's just the beginning!

★

## JUST A FEW OF M-G-M's CELEBRATION RELEASES!

Ask your Branch for other fine films available!

### "BAD DAY AT BLACK ROCK" (January)

(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

### "GREEN FIRE" (January)

(CinemaScope—Color) • starring Stewart Granger • Grace Kelly Paul Douglas • co-starring John Ericson • with Murvyn Vye

### "MANY RIVERS TO CROSS" (February)

(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

### "JUPITER'S DARLING" (February)

(CinemaScope—Color) • starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

### "HIT THE DECK" (March)

(CinemaScope—Color) • starring Jane Powell • Tony Martin Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond Ann Miller • Russ Tamblyn • with Kay Armen • J. Carol Naish Richard Anderson • Jane Darwell

### "INTERRUPTED MELODY" (March)

(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker with Roger Moore • Cecil Kellaway

### "THE GLASS SLIPPER" (April)

(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

### "BEDEVILLED" (April)

(CinemaScope—Color)

starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

1955—The year of M-G-M's "THE PRODIGAL"



# MERRY CH



FROM THE BOYS WHO WILL KEEP Y  
**20<sup>TH</sup> CINEMA**

*"It is our policy to  
the way he li*



# CHRISTMAS



**PROSPEROUS YEAR AFTER YEAR!**  
**SCOPE FOX**

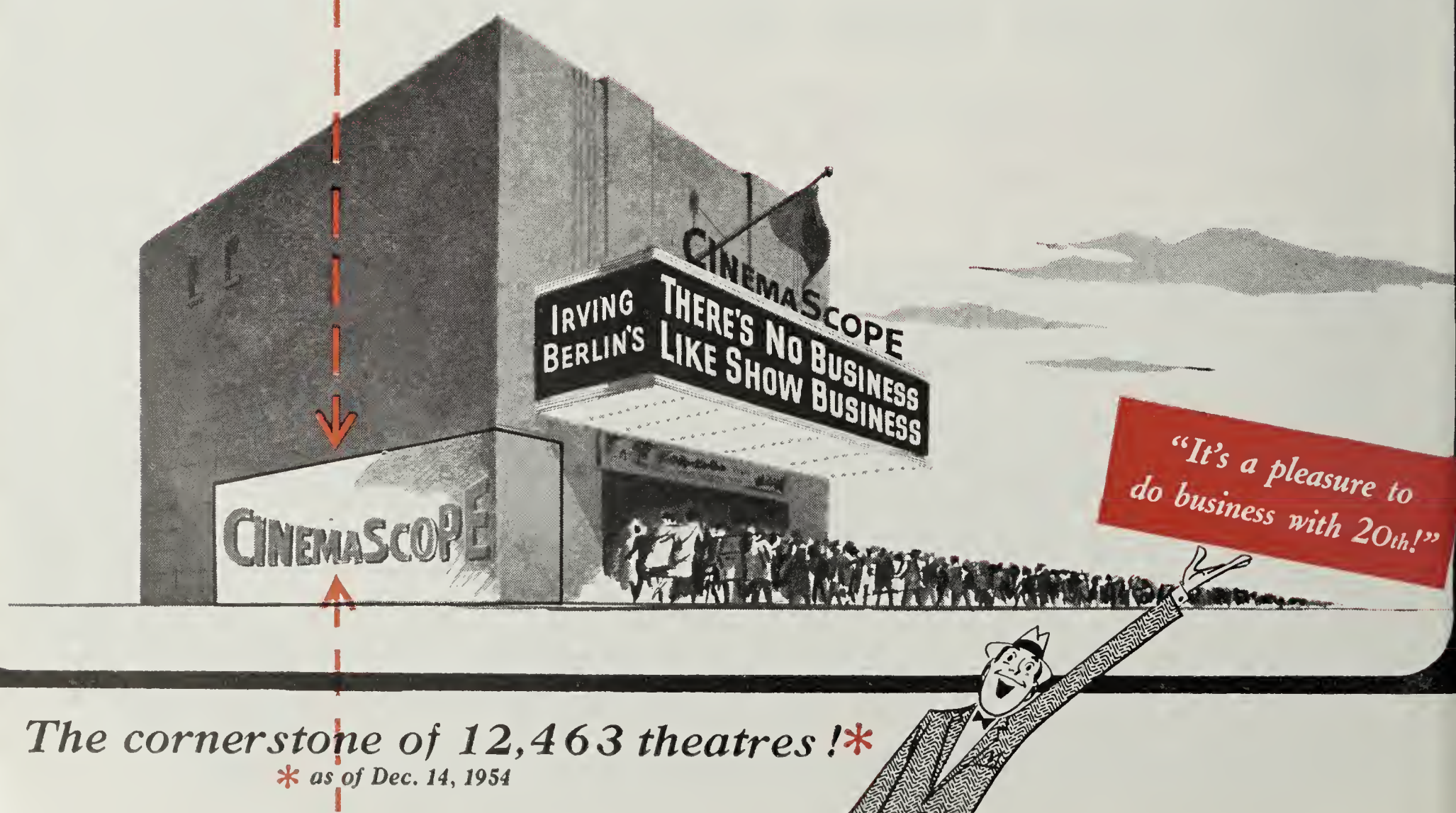
*business with an exhibitor  
to do business."*

*Al Lichtman*  
Al Lichtman





# ARE YOU EQUIPPED FOR **CINEMASCOPE** PROSPERITY IN 1955!



The cornerstone of 12,463 theatres!\*

\* as of Dec. 14, 1954





DECEMBER 22, 1954

VOLUME 53

NUMBER 8

## THE PERFECT 36?

WITH this issue, MOTION PICTURE EXHIBITOR celebrates the 36th Anniversary of its original founding back in 1918.

A quiet perusal of those early issues furnishes moot contrast, not only in a trade publication serving the industry, but in the industry itself. Maybe those were the "good old days," or maybe the "good new days" will be still better. It is certainly up to all of us to try our best to make the future productive of the common good, rather than to moon over the glories of the past.

We here at MOTION PICTURE EXHIBITOR have a whole souled confidence in the future of our industry. With our lives to live over, we would want to participate in its growth as we have, and we would want to be in our present position to try to contribute to its future greatness.

MOTION PICTURE EXHIBITOR has come a long way since the flimsy Vine Street of 1918. There have been many crises it has weathered shoulder to shoulder with the theatremen of the land, and many triumphs. That

shoulder to shoulder position is where it has always been, and where it wants to stay.

While through the years we have done our seeming best to produce the most serviceable and the most theatre-wise of all trade papers, we aren't satisfied that we have actually done the best of which we were capable. We are still trying!

Recent improvements in cover, format, departments, and services will be continued through 1955. Some dramatic new features and services not now used by any contemporary publication will be inaugurated and tested, all in an effort to constantly improve and grow in our service to the world's theatremen.

So we don't claim that the first 36 were perfect!

We'd rather be judged by our standards of the next 37, 38, 39, and 40. We ask for the patience of our current 10,000 subscriber showmen, who week by week direct an ever increasing flow of suggestion and comment to our welcoming ears.

## MERRY CHRISTMAS TO ALL!

IN THESE WANING DAYS of 1954, the year that brought us the full fruits of CinemaScope, wide-screen, and the other new techniques, and re-focused public attention on the motion picture theatre as the source of the world's best and most professional entertainment, we have much for which to be thankful. The wholesale shuttering of theatres across the land seems to have slowed to a stop, the mushrooming drive-ins promise to offset at least some of the declining admissions volume, and with less of the admission dollar going to taxes this looks like a good place to start rebuilding the strong economy of our great industry.

In these same waning days 1954 years ago, most of the world was in the turmoil and strife of conquest, slavery, and dog-eat-dog competition. What men wanted, they took, without consideration for their fellows, or any thought of moral ethics or the future. That first Christmas

brought with it an entirely new concept of coexistence one with another. Men realized that they had a neighbor and that his wellbeing was their responsibility. He might be a different race, a different color, or a different creed, but he was still their neighbor.

We don't think it sacrilegious to remind our fellow industry men, whether they date their personal calendar 5715 or 1954, that those new concepts have stood the test of 1954 years and are still the most perfect code ever devised. Maybe this industry, without benefit of Congress, the Courts, or any other legal fences, could settle all of its differences by reminding itself of these same concepts in its dealings with one another.

In the meanwhile: Merry Christmas! And good will toward all men!

*Jay Emanuel*





THE BIGGEST PRE-SELLING

**FULL COLOR**  
**IN 187 SUNDAY NEWS**  
**IN 177 CITIES AND**  
**WILL PRE-SELL**

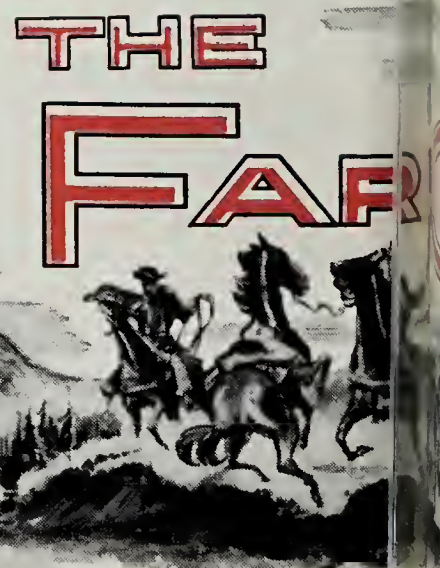
THE **FAR** **COLOR**

FEB. 6th  
**parade**

JAN. 30th  
*The* **AMERICAN WEEKLY**

and **FULL PAGE FULL COLOR** Ads  
...a combined readership of

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# NEWSPAPER CAMPAIGN IN INDUSTRY HISTORY!

## ADS PAPERS TOWNS U-I's COUNTRY

FEB. 6th  
**Family**  
WEEKLY

JAN. 23rd  
**WEEKEND**  
(CANADA)

JAN. 17th  
**LIFE**

and

FEB. 8th  
**LOOK**

more than **90,000,000**

Abilene, Texas  
Akron, Ohio  
Albany, Ga.  
Albany, N.Y.  
Albert Lea, Minn.  
Albuquerque, N.M.  
Allentown, Pa.  
Anniston, Ala.  
Asbury Park, N.J.  
Augusta, Ga.  
Austin, Texas  
Beckley, W. Va.  
Baltimore, Md.  
Beaumont, Texas  
Big Springs, Tex.  
Bagalusa, La.  
Boston, Mass.  
Bridgeport, Conn.  
Buffalo, N.Y.  
Casper, Wyo.  
Champaign-Urbana, Ill.  
Charleston, W. Va.  
Chicago, Ill.  
Cincinnati, Ohio  
Cleveland, Ohio  
Colorado Springs, Colo.  
Columbus, Ga.  
Columbus, Ohio  
Candor, N.C.  
Carpus Christi, Tex.  
Cashactan, Ohio  
Council Bluffs, Ia.  
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Danville, Va.  
Dayenport, Ia.  
Daytona Beach, Fla.  
Denison, Texas  
Denton, Texas  
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Detroit, Mich.  
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Duncan, Okla.  
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Sheffield, Ala.

Tuscumbia, Ala.  
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Ft. Wayne, Ind.  
Ft. Worth, Texas  
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Galveston, Texas  
Grand Junction, Colo.  
Greenville, Mass.  
Greenville, S.C.  
Greenville, Texas  
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Los Angeles, Calif.  
Lawell, Mass.  
Lufkin, Texas  
Lynchburg, Va.  
Macon, Ga.  
Madison, Wisc.  
Marion, Ind.  
Marshall, Texas  
Memphis, Tenn.  
Miami, Fla.  
Midland, Texas  
Milwaukee, Wisc.  
Newark, N.J.  
New Albany, Ind.  
New Bedford, Mass.  
New Brunswick, N.J.  
New Haven, Conn.  
New Orleans, La.  
Newport News, Va.  
New York, N.Y.  
Norfolk, Va.  
Oakland, Calif.  
Paris, Texas

Pasadena, Calif.  
Peoria, Ill.  
Philadelphia, Pa.  
Phoenix, Ariz.  
Pittsburgh, Pa.  
Pocatello, Idaho  
Port Arthur, Tex.  
Portland, Me.  
Portland, Ore.  
Providence, R.I.  
Provo, Utah  
Pueblo, Colo.  
Quincy, Ill.  
Racine, Wisc.  
Rapid City, S.D.  
Reno, Nev.  
Raanoke, Va.  
Rome, Ga.  
Sacramento, Calif.  
St. Louis, Mo.  
St. Paul, Minn.  
St. Petersburg, Fla.  
Salisbury, N.C.  
San Angelo, Texas  
San Antonio, Texas  
San Diego, Calif.  
San Francisco, Calif.  
Santa Barbara, Calif.  
Santa Fe, N.M.  
Sarasota, Fla.  
Scranton, Pa.  
Seattle, Wash.  
Sioux Falls, S.D.  
Snyder, Texas  
Springfield, Ill.  
Syracuse, N.Y.  
Tallahassee, Fla.  
Texarkana, Texas  
Trenton, N.J.  
Tucson, Ariz.  
Tupelo, Miss.  
Tuscaloosa, Ala.  
Tyler, Texas  
Vicksburg, Miss.  
Victoria, Texas  
Waco, Texas  
Washington, D.C.  
Waterloo, Ia.  
Wenatchee, Wash.  
Wheeling, W. Va.  
W. Palm Beach, Fla.  
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Youngstown, Ohio  
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# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

The RKO board ends the company's stock redemption plan with neither Howard Hughes nor the Atlas Corporation planning to let go of their holdings (page 11).

## Distribution

Paramount's Y. Frank Freeman announces that the company's international promotion coordination meeting will become a national event (page 14).

RKO executives discuss new product and policies at regional meetings in New York, Chicago, and New Orleans (page 19).

Los Angeles, Denver, and Minneapolis win second lap of UA's Robert Benjamin sales drive (page 22).

Eric Johnston predicts a rise in foreign business (page 22).

## Exhibition

An industry survey shows improvement in national boxoffice figures, approximating pre-television levels (page 11).

It is announced that the U.S. Government has no objections to J. Arthur Rank's plan to acquire theatres here (page 11).

## Financial

Warners reports an increased profit over 1953 (page 15).

## International

The Lord's Day Alliance of Canada keeps a vigilant eye on the Sunday movie problem; cooperation between the industry and the press continues; and, in London, Associated British Cinema announces a huge modernization program for circuit houses (pages 18 and 22).

## Legal

In Buffalo, the contempt trial involving alleged monopolistic practices and violations of government decrees by the Schine Circuit and affiliated companies begins (page 10).

Charles V. Yates sues the J. Arthur Rank Organization for failure to deliver promised features (page 15).

## Mel Konecoff

An interview with Sol C. Siegel, producer of 20th-Fox's "There's No Business Like Show Business"; some comments on picture making abroad by Irving Rapper, director of RKO's upcoming "The Boy And The Bull"; a discussion of stereophonic sound as it helps music in films; and two glittering Broadway premieres come in for attention (pages 10, 20, and 21).

## Organizations

COMPO decides to hold the annual audience poll from Thanksgiving until Dec. 7 so as not to conflict with Academy Award presentations (page 14).

Theatre Owners of Arkansas, Tennessee, and Mississippi rap film shortages and high prices (page 15).

## Production

Paramount makes a VistaVision product short available (page 14).



Charles M. Reagan, MGM vice-president and general sales manager, recently announced the company's plans for the 1955 Motion Picture Theatre Celebration at a trade press luncheon at the Sheraton Astor Hotel, New York City, as Silas F. Seadler, advertising manager, looked on.

# NEW YORK By Mel Konecoff

PRODUCTION, PRODUCTION: Sol C. Siegel, producer of "There's No Business Like Show Business," was in for the opening of the film at the Roxy last week and



KONECOFF

he reported that the independent or semi-independent producer is coming into his own with their value and assistance. It has also given the independent producer a chance to make more money by holding onto rights of films, developing his own stable of talent, etc. Producers today are also finding they have greater freedom of selection and more latitude than before, especially since today's independents are scoring heavily with unorthodox and imaginative releases.

Siegel thought that CinemaScope has proven its worth and value and that VistaVision has tremendous possibilities, but the first and foremost consideration should be the story and subject matter. As for aspect ratios, Siegel thought that the size of the theatre should determine that with 2 to 1 being his selection as the right size for a film presentation. CinemaScope is a better bet for larger theatres, according to him.

Today's market is approaching the ideal situation with limitless possibilities for the future as far as he is concerned. He knows nothing about toll TV and has no opinion on it. "Show Business" cost close to five million, including prints, and it could gross in the neighborhood of 14 millions, which is the figure forecast for "White Christmas" on the Paramount lot, of which organization he is now a member with three or four pictures in the works there.

Spectacle films no longer impress the public after the first few, according to Siegel, and once again it boils down to the story, although those films are aided

(Continued on page 20)

# Latest Bulletins

(Developments At Press Time)

## Schine Contempt Trial Enters Initial Phase

BUFFALO—Joseph E. McDowell, Justice Department trial counsel, has begun the presentation of evidence in the government's attempt to prove charges that Schine Circuit, Inc., has violated a 1949 anti-trust order to sell certain theatre properties and discontinue monopolistic practices. The government has charged that many of the theatres covered in the court decree were sold to corporations controlled by the Schine family.

Most important prosecution witness so far has been Mrs. Florence D. Torrey, assistant secretary-treasurer, Schine Circuit, who has been on the stand during three days of testimony. She has testified that more than 100 corporations are wholly owned by Schine Circuit, Inc., and that the company also owns more than 50 per cent of the stock in a number of others. Mrs. Torrey said that some of the Schine subsidiaries were in the theatre concessions, theatre operating, and printing business. She has testified that Hildemart Corporation is owned by members of the Schine family and that Elmart Theatres is a wholly owned subsidiary of Hildemart, but that Hildemart is not a subsidiary of the Schine Circuit.

The government has announced that it would show that Hildemart is an "alter ego" of the Schine chain. She disclosed that members of the Schine family paid \$81,000 for stock in the Hildemart corporation, which is operated to run hotel properties. The members of the Schine family who purchased stock were Mrs. Hildegard Schine, wife of J. Myer Schine, president of the theatre chain; Mrs. Martha Schine, wife of Louis W. Schine, brother of J. Myer Schine; Doris, G. David, Rene, and Richard Schine, children of Hildegard and J. Myer Schine; and Doreen Schine, daughter of Martha and Louis W. Schine.

The prosecution has introduced a letter purportedly written by Mrs. Hildegard Schine showing that Hildemart was organized at her request.

During the first day of testimony, Walter R. Snyder, Ohio attorney, stated that during his negotiations on behalf of some of the owners of the Star, Delaware, O., Peter M. Klein, who represented the Schine Theatres in a previous transfer of Star lease from the Schine Theatrical Company to the Schine Delaware Corporation, represented Joseph M. Cohn, to whom the lease was assigned. The government has charged that the Star continued to be operated by Schine interests.

Raymond F. Watts, Anderson, Ind., a former Schine theatre manager, and Steve Polites, who purchased the Star from Schine, testified briefly regarding the negotiations.

McDowell also charged that the sale of the Opera House, Wooster, Ohio, was a fictitious transaction, to defeat the court order.



# RKO Board Ends Stock Redemption Plan

## Neither Atlas Nor Hughes Plan To Turn Holdings Over To Company; Market Price Above \$6 Figure

NEW YORK—At a board meeting of RKO Pictures Corporation and RKO Radio Pictures, Inc., last week, stockholders were advised that no purpose would be served in further extending the periods for tenders of stock for redemption or for purchase by the company in accordance with the previous authorization to buy at \$6 per share all or any part of the 1,262,120 shares of stock owned by Howard R. Hughes, the deadline for which was Dec. 15.

In connection with the making of the offer to purchase shares from Hughes, stockholders were advised that Atlas Corporation, which then was and still is the registered owner of 884,900 shares of RKO stock, had given the company appropriate assurances that it would refrain from tendering stock for redemption if and to the extent necessary to avoid any impairing of the capital of the company which might otherwise result from the purchase of Hughes' stock.

Since Oct. 1, however, the effective date of the last extension of the redemption period, only a relatively small amount of stock has been tendered by stockholders for redemption, less than 1,000 shares. Hughes has at no time tendered any of his shares for purchase by the company. This amounts to 1,262,120 shares registered in his name, and the offer of RKO to purchase his shares at the \$6 figure has expired.

None of the 884,900 shares of stock registered in the name of Atlas Corporation has been tendered to RKO for redemption, and Atlas' management has advised the board that the stock of RKO owned by Atlas and its associates, aggregating between 900,000 and 1,000,000 shares, will not be tendered for redemption at any time during the remainder of the redemption period.

The RKO board has thus determined that the invitation of the company made to stockholders other than Hughes to redeem stock at \$6 per share will not be extended and will expire at the close of business on Dec. 31, 1954.

The stockholders have been advised that the holdings of RKO immediately after the sale of its assets consisted of the \$23,489,478 cash purchase price received from Hughes, equal to \$6 per share of its capital stock then outstanding, including the shares owned by Hughes. Up to the close of business on Dec. 14, 1954, a total of 952,987 shares of stock of RKO had been tendered by stockholders and had been redeemed.

There are still outstanding, registered in the names of about 4,500 persons, between 700,000 and 800,000 shares of stock, exclusive of the substantial amounts mentioned above owned by Hughes and by Atlas Corporation and its associates. Pending the expiration of the period for redemption of stock, management's ef-

## National Boxoffice Rises, Industry Survey Reports

NEW YORK—Standard and Poor's industry survey puts indicated national boxoffice for 1954, at \$1,200,000,000 without taxes, compared to \$1,007,500,000 last year. According to Standard and Poor the improvement reflects gains from the April federal admission tax adjustment and a slightly improved attendance trend. Average weekly attendance approached 50 million this year, compared with 46 million in 1953, and according to Standard and Poor, "A further gain is likely in the first half of 1955."

After slightly lower attendance in the early months of 1954, weekly theatre attendance has approximated the pre-television levels of 1946-48 during the summer.

Admission prices are only fractionally lower than averages a year ago, including taxes, indicating that a major part of the reduced federal taxes are being retained by the operators.

Theatre closings have stopped, with the number of active theatres increasing slightly since early in the year.

forts have been primarily to husband the cash resources of the company. Since the sale of assets to Hughes, interest income of the company from bank time deposits of funds has exceeded administrative and corporate expenses. Accordingly, at the present time, the holdings of the company consist of the equivalent of cash, equal to at least \$6 for each share of stock now outstanding. Tax counsel has advised that under recently enacted new federal tax code, its substantial capital loss presently continues to be a capital-loss-carry-forward available under appropriate circumstances as a set-off against capital gains, if any, that might be realized by the company in the future. This capital-loss-carry-forward, based upon preliminary study, may be as much as approximately \$30,000,000.

The stock of the company has recently been selling on the New York Stock Exchange at prices appreciably in excess of the redemption price, the closing transaction on Dec. 14 having been at the price of \$7.375 per share. No stockholder is required to tender his shares for redemp-

## Newcomers Best On Broadway

NEW YORK—With the exception of Radio City Music Hall, the Roxy, the Criterion, and the Victoria, the Broadway first runs were really feeling the effects of the pre-Christmas lull; and the wind up of some long runs last weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"TRACK OF THE CAT" (Warners). Paramount was down to \$25,000 for the last 10 days, including the third week.

"THERE'S NO BUSINESS LIKE SHOW BUSINESS" (20th-Fox). Roxy hit \$54,009 for Friday, Saturday and Sunday, with the opening week heading toward \$102,000.

"DEEP IN MY HEART" (MGM). Radio City Music Hall, with annual Christmas show on stage, garnered \$107,000 from Thursday through Sunday, with the second session sure to top \$173,000.

"THE COUNTRY GIRL" (Paramount). Criterion opened sensationally with this Bing Crosby opus, with \$40,000 rang up from Thursday through Sunday, and with the first week sure of reaching \$55,000.

"CARMEN JONES" (20th-Fox). Rivoli was down to \$12,000 on the eighth week.

"UTOPIA" (EPI); "THIS IS YOUR ARMY" (Movietone News-U. S. Army). Globe, with this combo of Laurel and Hardy's French-made comedy and the military propaganda subject only tallied \$7,500 for the first and only week.

"SITTING BULL" (UA). Mayfair dropped to \$12,000 on the fourth, and last, week.

"ON THE WATERFRONT" (Columbia). Astor expected \$10,000 for the 21st week and the last five days.

"A STAR IS BORN" (Warners). Victoria claimed a very good \$20,000 for the 10th week.

"THE LAST TIME I SAW PARIS" (MGM). Capitol reported that the fifth, and last, week would hit \$15,000.

"PHFFFT" (Columbia). Loew's State was down to \$10,000 for the last nine days, including the sixth, and last, week.

## U. S. Approves Rank Plan

LONDON—The United States government has no objection to the J. Arthur Rank Organization plan to purchase and operate theatres in the United States, according to John Davis, JARO managing director, last week.

tion, and any stockholder may refrain from doing so. If a stockholder does not tender his stock, he will continue after the expiration of the redemption period to be a stockholder, having his pro rata interest in the holdings and affairs of the company, the board revealed.

It was reported that those present at the board meeting were J. R. Grainger, president, RKO Radio Pictures, Inc., who flew in from Chicago; A. D. Simpson, vice-chairman, National Bank of Houston, and a director, RKO companies; Edward L. Walton, executive assistant to Grainger; G. Van Wagner, comptroller; William Clark, treasurer; J. Miller Walker, vice-president and general counsel; and Joseph J. Laub, assistant secretary of the board.

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Of The Motio  
All Through 1

GRACE  
**KELLY**



**NOW PLAYING**

Criterion Theatre, New York  
Beverly Hills Theatre, Los Angeles



Paramount  
es The World Premiere Engagements  
Picture That Will Be Talked About  
5 And For Many Years To Come . . .

Three Superlative Acting Performances From Three Brilliant  
Boxoffice Stars Illuminate "The Country Girl", Described By  
Look Magazine As "The Dramatic Thunderbolt Of The Year"!

WILLIAM  
HOLDEN

A Perlberg-Seaton Production

# THE COUNTRY GIRL

Produced by William Perlberg  
Written for the Screen and Directed by  
George Seaton • From the Play by  
Clifford Odets • A Paramount Picture





# Paramount's International Meet To Become Annual Company Event

HOLLYWOOD—The international promotion coordination meeting held last week by Paramount will be made an annual event, Y. Frank Freeman, vice-president and studio head, said at the final session. The meeting, closed on a note of high enthusiasm, was described by Freeman as "most effective for all." He made his remarks at a joint session with distribution representatives who met at the studio concurrently during the week.

Jerry Pickman, vice-president in charge of advertising-publicity-exploitation, who conducted the promotion meeting, and A. W. Schwalberg, president, Paramount Film Distributing Corporation, also hailed the sessions. In addition to an interchange of ideas and forging closer bonds in Paramount's world-wide organization, the sessions included the screening of seven completed features and 11 others in partial form.

At conclusion of the screenings, Schwalberg termed Paramount's product position the strongest in the company's 40 years of operation. "This strength," he said, "is rooted in the fact that the studio has been completely converted to quality product to meet the needs of today's new selective market."

Paramount, he added, "is proud to have presented this past year so large a number of outstanding attractions, and is determined to maintain this pace year after year." The entire array of pictures to come in 1955, the sales chief said, is "truly representative of the top entertainment values the studio has indicated will be present in every production."

Don Hartman, Paramount executive producer, called on Hollywood to display daring, courage and selectiveness in picture making. Foreseeing grosses as high as 50 or 100 million dollars for a picture, "and it may well be Cecil B. DeMille's 'The Ten Commandments,'" Hartman gave the meeting an insight into Paramount studio's production policy. This, he said, was to plan and make only the best possible entertainment with best possible elements without compromise.

Oscar A. Morgan, general manager, short subjects, special features, and Paramount News, outlined the product to

## Paramount Readies VV Product Short

HOLLYWOOD—A. W. Schwalberg, president, Paramount Film Distributing Corporation, announced last week that "Paramount Presents VistaVision," a 20-minute short, will be made available free to the nation's theatres early in January.

Filmed in the studio to give the public an inside view of the technical aspects of picture making, the productions shown in the featurette are "White Christmas," "To Catch A Thief," "Strategic Air Command," "The Far Horizons," "The Trouble With Harry," "The Seven Little Foys," "Run For Cover," "We're No Angels," "Lucy Gallant," and "Three Ring Circus."

Five hundred prints of the film will be made, which will be handled through division managers and supported by an extensive advertising campaign.

come from his department. "Just as VistaVision was demonstrated to be the big plus in 'White Christmas,' the first feature in this process, it has effectively proved itself in the short 'VistaVision Visits Norway,' which is the forerunner of other short subjects to be made in VistaVision," he said.

Hollywood's magic charm for overseas readers was described by Paul Ackerman, director of advertising, publicity, and sales promotion, Paramount International Films. Indicative of the avid interest, the department in New York receives 10,000 mail-order requests a year for special features from newspapers, magazines and radio commentators.

One of the features of the week's meeting was a presentation of overseas merchandising methods by Tony Reddin, London; Odette Ferry, Paris, promotion liaison for Continental Europe; and Ackerman and Albert Deane, Paramount International.

Charlton Heston, one of the stars of "The Ten Commandments," and his wife, gave a cocktail party.

## Audience Poll Date Set At COMPO Meet

NEW YORK—The committee appointed by the Council of Motion Picture Organizations to make plans for an annual national audience poll that would choose the best picture of each preceding year will recommend to the COMPO governing committee that the first poll be held from next Thanksgiving Day to midnight of the following Dec. 7 and that the pictures eligible for the vote be those released and publicly exhibited between Nov. 1, 1954, and Nov. 1, 1955.

Choice of the date was made at a meeting of the committee held last week at the Sheraton Astor Hotel. Original date set for the poll, when the committee drew up its first plans last June, was the first two weeks in January, 1955.

Inability to get the poll under way for the January date and a desire to avoid conflict with the Academy Oscar awards in March were given by the poll committee as its reasons for setting the new date for the voting.

The committee decided to withhold other details of its plans pending a meeting immediately after the holidays with the COMPO governing committee, which consists of Sam Pinanski, Wilbur Snaper, and Al Lichtman.

Those attending the poll committee meeting were Alice N. Gorham, United Paramount Theatres, Detroit, chairman; Frank H. Ricketson, Jr., and Paul Lyday, Fox Inter-Mountain Theatres, Denver; Paul Levi, American Theatres Corporation, Boston; Ralph Russell, Palace, Canton, O.; Roy Kalver, Decatur, Ind., president, Allied Theatres of Indiana; Harry Mandel, RKO Theatres, chairman, COMPO press relations committee; and Charles E. McCarthy, COMPO information director.

## Balaban Expresses Optimism

NEW YORK—Barney Balaban, president, Paramount, told stockholders in a letter included with last week's dividend disbursement that he expects the company's last quarter earnings to compare very favorably with last year. Basing his opinion on the company's backlog of product to be distributed, Balaban also was optimistic about next year's prospect for the company.



The Paramount studio was the recent scene of two important company meetings; one, the first international promotion coordination meeting in the history of the company, and the other a special divisional sales managers' conference. Following intensive daytime sessions, Don Hartman, Paramount executive producer, held a reception at his home; and seen, left to right, are Jerry Pickman, vice-president in charge of advertising-publicity-exploitation; star Martha Hyer; Herb Steinberg, national exploi-

tation manager; and Burt Champion, publicity manager; and Gordon Lightstone, Canadian general manager; Howard G. Minsky, mid-east division manager; Sidney Deneau, assistant to the distribution vice-president; and Hugh Owen, home office distribution executive; and Hartman; Mrs. A. W. Schwalberg; Schwalberg, president, Paramount Film Distributing Corporation; Lightstone; Oscar A. Morgan, short subjects and special features sales manager; and Y. Frank Freeman, the studio head.



## Warner's Income Up In First Full Report

NEW YORK—The net profit of Warner Brothers Pictures for the 12-month period ending Aug. 31, 1954, was reported at \$3,976,000 or \$1.60 per share on 2,474,329 shares outstanding on that date. The shares include 35,466 which were reserved for exchange for shares of the former Warner Brothers Pictures.

This is the first full year report since the 1953 reorganization of the company. Film rentals, sales, etc., increased \$600,000 over the previous year from an increase in the remittable foreign film rental, which was offset by a decrease in domestic film rentals.

Income for the fiscal year amounted to \$72,093,000. For the year ending Aug. 31, 1953, the income was \$70,157,000, which combined the operations of the new Warner company and subsidiaries for the six months ending on that date and those of the predecessor company, excluding theatre operations, for the previous six months. In the latter category, the net profits were listed as \$2,908,000.

The report shows that the company has made advances of \$18,536,773 to independent producers, recoverable from net proceeds of distribution. It further pointed out that two pictures were produced abroad utilizing in part unremittable currency and that this policy will be continued.

Warners has declared a dividend of 30 cents per share on common stock, payable Feb. 5, 1955, to stockholders of record Jan. 14, 1955.

## Exhib Group Raps Prices

MEMPHIS—The convention of Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi last week instructed outgoing president James Carberry to write to the general sales managers of all major film companies regarding the film shortage, and also went on record that prices were definitely too high.

Jack Keiler, general manager, Columbia Amusement Company, urged the exhibitors to regard TV as an ally, and to use it in advertising films.

At a luncheon at the Variety Club, the delegates heard M. A. Lightman discuss the Variety Club's convalescent home for victims of rheumatic fever.

The following officers were elected, Nathan Flexer, Waverly, Tenn., president; Carberry, Little Rock, board chairman; Roy L. Cochran, North Little Rock; R. E. Cox, Batesville, Miss., and Tom Ballas, Memphis, Tenn., vice-presidents. Representatives to TOA will be K. K. King, Searcy, Ark.; Leon Rountree, Holly Springs, Miss.; and M. A. Lightman, Memphis.

## TOA Finance Group Advances

NEW YORK—Herman Levy, general counsel, TOA, has announced that the organization sponsored Exhibitors Film Financial Group, Inc., has filed with the Securities and Exchange Commission for permission to sell stock. The necessary papers were signed at an EFFG meeting in Memphis, attended by EFFG directors Alfred Starr, E. D. Martin, and E. H. Rowley.

## "There's No Business Like Show Business"

This 20th Century-Fox musical in color and CinemaScope is a guaranteed hit at any boxoffice!

Money seems to be going out of style the way Darryl F. Zanuck spent it to make this opulent Irving Berlin masterpiece a picture that will long be remembered!

Marquees will be put to it—handling the stars appearing in it. The DeLuxe Color does an exceptional job, too!

The music will send them out happy—anyway you look at it.

It's great!

—JAY EMANUEL.

## C. V. Yates Sues Rank

NEW YORK—Suits for a total of \$2,630,000 have been filed by Charles V. Yates against the J. Arthur Rank Organization, Bertram Goldberg, and Samuel Howard. In one suit, Yates claims that the Rank Organization made agreements with him and the other defendants whereby he agreed to sell 44 full-length features, and that the Rank company failed to deliver.

In a second suit, Yates claims that he entered into an agreement for 40 pictures with Aran Pictures, Ltd., which he claims is a Rank subsidiary, but no delivery was made. Complaint alleges that Aran is a non-existent corporation and that the agreement was produced by three defendants or Rank agents, and that the Rank company is the real party to the suit. Both deals were alleged to have been made in 1952.

Yates claims that Goldberg and Howard were his partners in business until May 30, 1953, and since have refused to sue with him.

## B'way Stage Mulls Toll TV

NEW YORK—The rejection or acceptance of toll TV by the legitimate Broadway theatres will depend on whether it builds or lowers grosses, claimed Herman Levin, president, League of New York Theatres, last week.

In the past, Levin said, television which has presented portions of plays to home television audiences has not harmed the boxoffice.



Virginia Mayo, star, Warners' "The Silver Chalice," recently joined radio-TV star Art Linkletter and the National Tuberculosis Association in offering the world premiere of the film to the town or city recording the greatest mail sales of Christmas Seals in proportion of population during the first three days of the annual drive.

## Stereophonic Sound Exploitation Mapped

NEW YORK—A special exhibitor campaign book on stereophonic sound devised for promotional use by theatres having complete stereophonic sound installations has been prepared by 20th-Fox, it was announced last fortnight.

The latest sales aid issued by the company as part of its program of servicing exhibitors with technical and promotional material on recommended procedures for CinemaScope exhibition, the book contains complete advertising, publicity, and exploitation campaigns for the merchandising of stereophonic sound to the public.

Acknowledgment is made in the manual to Sidney L. Bernstein, Granada Theatres, Ltd., London; Joseph F. Bugala, Monessen Amusement Company, Greensburg, Pa.; and other exhibitors for ideas and campaign suggestions which have been incorporated into the press book.

Reproduced in the book are campaigns submitted by theatremen on stereophonic sound which have resulted in boxoffice advantages achieved in conjunction with the presentation of CinemaScope pictures.

The publicity section of the manual contains a series of news stories describing the development of stereophonic sound and its association in the worldwide success of CinemaScope.

The advertising section presents a group of eye-arresting ads selling stereophonic sound. Ads, in one, two and three column sizes are adaptable for any CinemaScope pictures in stereophonic sound.

Special ads for campaigns on "The Miracle of Stereophonic Sound," CinemaScope short subject explaining stereophonic sound and comparing it to regular optical sound, also are carried in the ad section.

The manual also contains suggestions for the exploitation of stereophonic sound via lobby and theatre-front displays, heralds, throwaways and direct mail pieces to local civic and scientific organizations, newspaper editors, broadcasters and telecasters and to the theatre's regular mailing list. Ideas for space-getting stunts and contests also are outlined in the section.

The book is being sent to every one of the 3,500 theatres in the United States and Canada currently equipped with stereophonic sound. It is also going to all leading production and exhibition executives and advertising and publicity directors. Theatremen overseas also will be supplied with the press book.


## Filmmakers Plans Ad Campaigns

CHICAGO—Irving H. Levin, president, Filmmakers Releasing Organization, told a sales meeting last week that the company will expend its largest cooperative advertising campaign to date on the 1955 releases of "Crashout," and "Mad At The World." The number of theatres signed up for the two releases under the company's exhibitor guarantee plan already exceeds the 1,000 mark of "Private Hell 36," he said. Levin reported that record ad outlays include trade press advertising and the "biggest teaser ad campaigns in recent years," for ordinary paper insertion.



# ANOTHER BIG WARNER TV PROMOTION

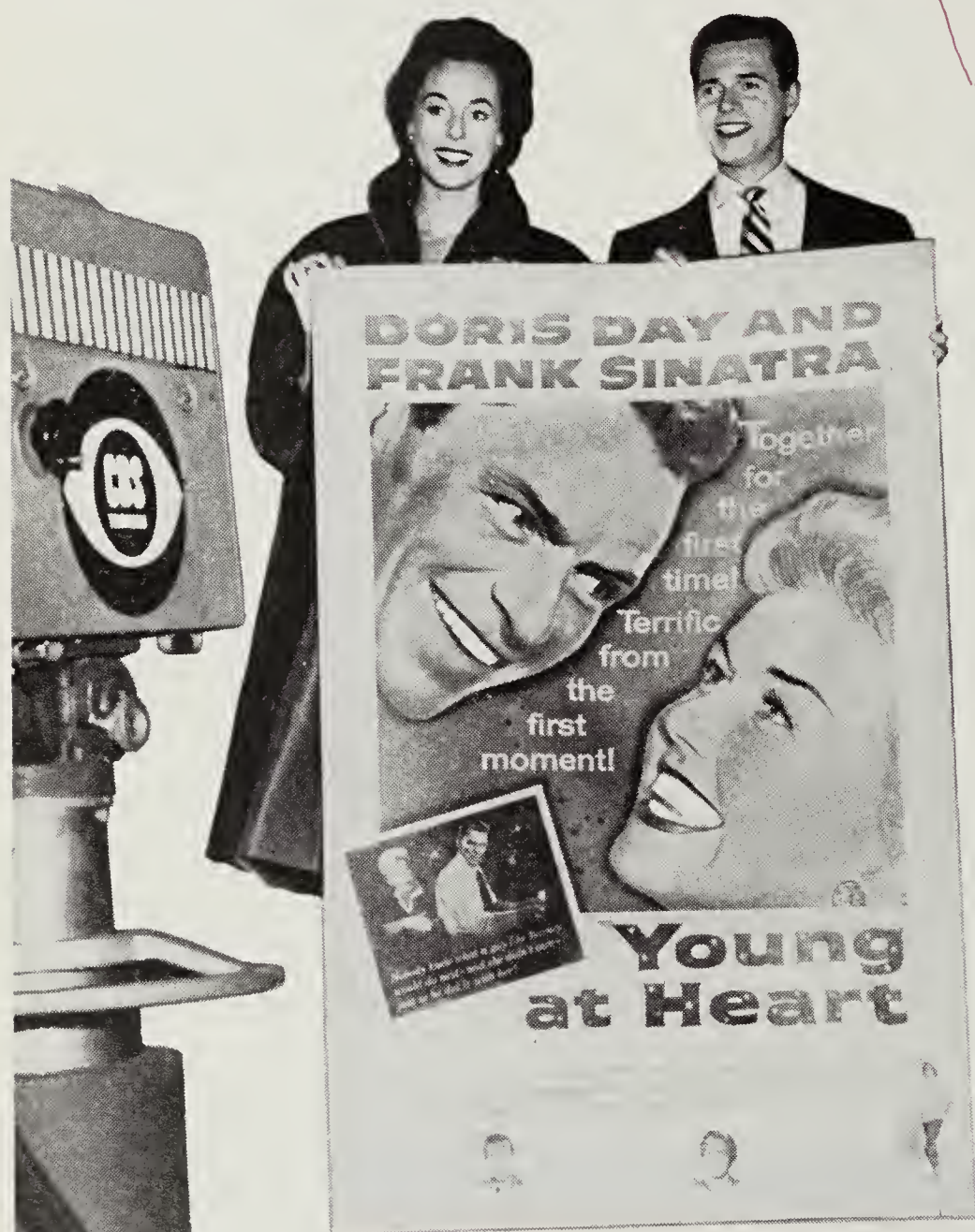
## DORIS DAY AND FRANK SINATRA

 Beginning December 13th through December 24th, "The Big Payoff," over the CBS-TV network,

coast-to-coast for two consecutive weeks at 3:00 p.m. EST, Monday through Friday, is conducting a letter-writing contest for its millions of viewers, entitled **"I STAY YOUNG AT HEART BY....."**.

The contest ties in directly with the Christmas-New Year release of **"YOUNG AT HEART,"** with important credit mentions each day.

The winner of the contest and husband (or wife) will receive a Bermuda trip as the first prize. The winner also will be brought to New York to appear on "The Big Payoff," with a chance to win a mink coat. In addition to the grand prize, there will be five runner-up prizes.



**RANDY MERRIMAN AND BESS MYERSON,** stars of the Colgate-Palmolive TV Show, "THE BIG PAYOFF" displaying "Young at Heart" poster before CBS-TV cameras.

**EVERY WEEK-DAY FOR 2 WEEKS OVER 79 TOP TV STATIONS**

City	Station
AMES, IA.	WOI-TV
ATLANTA, GA.	WAGA-TV
AUSTIN, TEXAS.	KTBC-TV
BALTIMORE, MD.	WMAR-TV
BINGHAMTON, N.Y.	WNBF-TV
BIRMINGHAM, ALA.	WABT-TV
BOSTON, MASS.	WNAC-TV
BUFFALO, N.Y.	WBEN-TV
CEDAR RAPIDS, IA.	WMT-TV
CHAMPAIGN, ILL.	WCIA-TV

City	Station
CHARLOTTE, N.C.	WBTV
CHARLESTON, W. VA.	WCHS-TV
CHICAGO, ILL.	WBBM-TV
CINCINNATI, OHIO	WKRC-TV
CLEVELAND, OHIO	WEWS
COLUMBUS, OHIO	WBNS-TV
DALLAS, TEXAS	KRLD-TV
DAYTON, OHIO	WHIO-TV
DENVER, COLO.	KLZ-TV
DETROIT, MICH.	WJBK-TV

City	Station
FRESNO, CALIF.	KMJ-TV
GALVESTON, TEXAS	KGUL-TV
GREEN BAY, WISC.	WBAY-TV
GREENSBORO, N.C.	WFMY-TV
HUTCHINSON, KANS.	KTVH
INDIANAPOLIS, IND.	WFBM-TV
JACKSONVILLE, FLA.	WMBR-TV
JOHNSTOWN, PA.	WJAC-TV
KALAMAZOO, MICH.	WKZO-TV
KANSAS CITY, MO.	WHB-TV

City	Station
KNOXVILLE, TENN.	WTSK-TV
LANCASTER, PA.	WGAL-TV
LANSING, MICH.	WJIM-TV
LOS ANGELES, CALIF.	KN
LOUISVILLE, KY.	WHAS-TV
LYNCHBURG, VA.	WLVA-TV
MACON, GA.	WMAZ-TV
MEMPHIS, TENN.	WN
MIAMI, FLA.	W
MILWAUKEE, WISC.	WCAN-TV



IS UNDER WAY! IT'S FOR



# TRA IN "YOUNG AT HEART"

AND HERE'S THE SPECIAL  
PAYOFF FOR THE MANAGERS  
OF THE 1st RUN THEATRES  
PLAYING "YOUNG AT HEART":



If any of the winners come from your town, you will automatically receive a duplicate prize. This means that it is possible for you also to win a free trip to Bermuda and a mink coat, or any of the runner-up prizes. Since your first-run theatre will be playing "YOUNG AT HEART," it will be to your interest to see that as many letters as possible come from your town.



A special free screen trailer has been sent to your theatre. It briefly explains the tie-up between "The Big Payoff" and this picture.

**A NATION-WIDE  
PRE-RELEASE  
BUILD-UP TIMED  
TO PERFECTION  
FOR THE PERFECT  
XMAS-NEW YEAR'S  
ATTRACTION!**



IN **WARNERCOLOR** ALSO STARRING  
**GIG YOUNG · ETHEL BARRYMORE · DOROTHY MALONE**  
WITH ROBERT KEITH · PRINT BY **TECHNICOLOR**  
SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE AN ARWIN PRODUCTION  
PRODUCED BY **HENRY BLANKE** DIRECTED BY **GORDON DOUGLAS** PRESENTED BY **WARNER BROS.**



**ATIONS WITH 40 MILLION PEOPLE WATCHING!**

City	Station
MINNEAPOLIS, MINN.	WCCO-TV
MEMPHIS, TENN.	WSIX-TV
NEW HAVEN, CONN.	WNHC-TV
NEW ORLEANS, LA.	WDSU-TV
NEW YORK CITY, N.Y.	WCBS-TV
NEWARK, N.J.	WTAR-TV
OKLAHOMA CITY, OKLA.	KWTU-TV
OMAHA, NEB.	KMTV-TV
SPRINGFIELD, ILL.	WEEK-TV
PHILADELPHIA, PA.	WCAU-TV

City	Station
PHOENIX, ARIZ.	KPHO-TV
PINE BLUFF, ARK.	KATV-TV
PITTSBURGH, PA.	WDTV-TV
PORTLAND, ORE.	KOIN-TV
PROVIDENCE, R.I.	WJAR-TV
QUINCY, ILL.-HANNIBAL, MO.	KHQA-TV
READING, PA.	WHUM-TV
ROANOKE, VA.	WSLS-TV
ROCHESTER, N.Y.	WHEC-TV
ROCKFORD, ILL.	WREX-TV

City	Station
ROCK ISLAND, ILL.	WHBF-TV
SALT LAKE CITY, UTAH	KSL-TV
SAN ANTONIO, TEXAS	KEYL-TV
SAN DIEGO, CALIF.	KFMB-TV
SAN FRANCISCO, CALIF.	KPIX-TV
SCHENECTADY, N.Y.	WRGB-TV
SCRANTON, PA.	WGBI-TV
SOUTH BEND, IND.	WSBT-TV
SPOKANE, WASH.	KXLY-TV
ST. LOUIS, MO.	KSD-TV

City	Station
ST. PETERSBURG, FLA.	WSUN-TV
SYRACUSE, N.Y.	WHEN-TV
TACOMA, WASH.	KTTK-TV
TOLEDO, OHIO	WSPD-TV
TEXARKANA, ARK.-TEXAS	KCMC-TV
TULSA, OKLA.	KOTV-TV
UTICA, N. Y.	WKTV-TV
WASHINGTON, D.C.	WTOP-TV
YOUNGSTOWN, OHIO	WKBN-TV



# The International Scene . . . . .

## Canada

### Canadian Alliance Eyes Sunday Films

TORONTO—Sunday movies make their appearance in many different ways, despite the ever careful and watchful eye of the Lord's Day Alliance of Canada. A typical method is the advance charge via club membership in cultural film groups or film societies whose purpose it is to study the old and unusual in motion pictures.

But whatever the method used, be it the late TV film show which so many of the stations offer, or the club program, the Lord's Day Alliance is forever trying to find ways of closing down the offending organization. For instance, not too long ago, the Alliance, whose only reason for existence is the policing of Sunday observance in Canada, other than in Quebec where Sunday is wide open after lunch, sent out a bulletin "with a view to proper understanding of Canadian law in respect to Sunday observance."

Recipients of the notice included a number of organizations conducting cultural, non-profit motion picture exhibitions on Sunday. Under the Lord's Day Act in Canada, which under Section 4, forbids work which is performed as part of one's ordinary occupation, or which is done for gain, is also prohibited hiring of others to do such work.

As A. S. McGrath, general secretary, contended, "The actual handling of money on some day other than Sunday is illegal if such money is required as a condition of admission to a Sunday film showing." The Act makes it illegal for film exchanges to rent films for Sunday showing. Showings must not be charged for, be kept strictly private, and without advertisement, and should be "infrequent rather than usual."

Besides the cultural approach, another is the religious one, where subjects with a Christian or Biblical theme are exhibited in churches, halls, and even theatres for a "free-will offering." Active in this



The above crowds greeted the premiere of Buena Vista's Walt Disney release, "The Living Desert," of the Modeleine, Paris, France, when it opened.

field is International Religious Films, of which L. A. Lamber, Toronto, is the director. Films are in 16mm. With the presentations, the National Opera Company, a local vocal group, presents some of its principals in portions from standard light and grand operas.

In seeking locations with 500 seats or more, Lamber advises theatre and auditorium owners that "we will also arrange and pay for all advertising and publicity, chairman, pianist, ushers, etc. With the films, each Sunday, we will present several excellent singers from the National Opera Company and will, occasionally, present the entire company with principals, and a large, well-trained chorus."

### Canadian Comment

The value of non-theatrical short business is indicated in a news-letter sent out by Crawley Films, Limited, telling the story of a sponsored short subject which already represents an expenditure of \$100,000. The film was made for Aluminum, Limited, for the business and industrial community. It is a comprehensive presentation of the company's principal plants in different parts of the world. The film is in libraries throughout the world, and 250 prints have been struck. By the end of last year, according to a letter from the company's director of public relations, some 700,000 persons had

seen the film. Three-fifths of the film's cost was in prints. The cost per person for an audience's undivided attention was 14 cents.

A pattern for newspapers all over the North American continent is being set in Toronto through the interest in the film industry by the city's two evening newspapers. The lead in bringing the "new look" to the amusement section was taken by The Telegram, first with a change in the makeup of the amusement pages, then with the acquisition of the country's top film reviewer, Clyde Gilmour, and the rehiring of Stan Helleur to write about matters including entertainment. Immediately that The Telegram's program was seen, its leading competition and opposition, The Toronto Daily Star, the largest daily in Canada, began to clean up and remake its amusement pages to conform. One of the first things it did was the elimination of patent medicine ads from the amusement pages. One product of the new and better relationship of the industry to The Telegram was a meeting between industry leaders and executives of The Telegram. The luncheon, the first of a monthly series, was hosted by the Motion Picture Distributors. Theme of The Telegram's thinking was set by the managing director, J. Douglas MacFarlane, who said: "The movies are still the great mass entertainer, regardless of TV." None of the subjects was given a final answer, but the approach was exploratory in nature.

The Towne Cinema, Toronto, was turned over to the United Nations Association on three successive Sundays for fund-raising shows. . . . Wife of Harvey Hunt, chief Odeon booker, is a candidate for the Board of School Trustees in Etobicoke Township. . . . Sixteen representatives from distribution and exhibition joined with four Toronto Telegram executives in breaking bread to inaugurate a regular monthly series of meetings under the sponsorship of the Canadian Motion Picture Distributors Association. . . . A visitor to Toronto was John Davis, managing director, J. Arthur Rank Organization. His visit was a prelude to others in New York and Hollywood. . . . Win Barron and Gordon Lightstone, Paramount Film Service head office, Toronto, joined with other sales and advertising executives in meetings at the Hollywood offices of Paramount. . . . Others from Toronto attending sales meetings in Hollywood include Alf Perry and Mark Plottel, Empire-Universal, at a week-long U-I sales conference.

**CINE CHATTER:** Theatre managers in Hamilton have given \$200 through their association to a school for retarded children. The money was pledged for redecoration of the association's room at the school. Plans are being made to have a benefit night in aid of Variety Village, and Dan Krendel, supervisor for Famous Players, spoke about the Village. . . . A winner in the Toronto municipal elections was Don Summerville, elected an Alderman on the Toronto city council. He is manager, Prince of Wales, and son of old-time exhibitor, W. Summerville, Sr. . . . Toronto may become the 10th or 12th city in North America, according to its super-

(Continued on page 22)



At the Associated Screen Studios first annual workshop meeting in Montreal, Canada, were, left to right, Jock J. Chisholm, sales manager, ASS, who presided and gave a talk on designing of sets, construction costs, properties, and client and producer relations; Dr. A. W. Trueman, commissioner, National Film Board, Ottawa, who spoke on "The National Film Board Moves To Montreal"; and B. F. Perry, New York City, sound engineer with Westrex Corporation, who addressed two sessions of the workshop on the fundamentals of magnetic recording and recording techniques.



## About People

NEW YORK—George Murphy, long known as Hollywood's unofficial ambassador of good will, last week assumed public relations duties at MGM in addition to his current representation on behalf of the studio and industry with theatre organizations.

In his new function, Murphy will be the studio's contact with national, state, and local civic bodies, as well as other activities formerly assigned to the late Ida Koverman.

Murphy has enjoyed prominence as the motion picture representative on many important national committees. As head of the Hollywood Coordinating Committee, he has received many honors for his public and philanthropic service, and last year was honored by the Boy Scouts of America for his efforts on their behalf.

NEW YORK—Marvin Camras, inventor of modern magnetic recording, will be presented the famed \$1,000 John Scott award for scientific achievement on Jan. 31 at the Hotel Statler, it was announced last week. The 138-year-old award, the same honor bestowed on such notables as Thomas Edison, Orville Wright, and Madame Curie, will be presented at the winter meeting of the American Institute of Electrical Engineers, Camras' extensive inventions currently are used in radio broadcasting, stereophonic and motion pictures, home entertainment, office dictation, memory units for high speed electronic computers, instrumentation, guided missiles, and many others.

NEW YORK—William A. Harper last week was named associate producer by Fred Feldkamp in his newly formed FF Productions. The independent company has scheduled two untitled features for production in 1955. Harper headed the Marine Corps photographic department during the Korean War. More recently he has been working in television and commercial film production.

HOLLYWOOD—Merian C. Cooper has announced a verbal agreement with Lowell Thomas to co-produce with him the third Cinerama feature, "Seven Wonders of the World." When the deal is formalized, it will not interfere with Cooper's job as vice-president in charge of production, C. V. Whitney Pictures, Inc., and president, Argosy Pictures, in partnership with John Ford.

NEW YORK—George Kerasotes, Springfield, Illinois, and Walter Morris, Knoxville, have been appointed to TOA's committee on organization and membership. The two have made plans to intensify the efforts of TOA to expand its membership.

NEW YORK—William P. Rosensohn, former executive vice-president, Box Office Television, has been elected president of the company, replacing Milton Mound, who is the new board chairman.

NEW YORK—Roy Brewer, Allied Artists branch operations head, will shift his headquarters from Hollywood to New York next month, it was announced last week.

## Warners Gives "Army" To Emergency Relief Group

NEW YORK—The original negative of Warners' production of Irving Berlin's "This Is The Army," is being turned over permanently to This Is The Army, Inc., on behalf of Army Emergency Relief, it was announced last week.

With the cooperation of the army and of theatre owners and their patrons throughout the country, "This Is The Army" earned in excess of \$7,800,000 for Army Emergency Relief. In December, 1943, Robert Patterson, Under-Secretary of War, praised the picture as a notable and "effective stimulus to civilian morale" and as a "splendid contribution to Army Emergency Relief" by Warners and Irving Berlin.

## Defendants Win Point

NEW YORK—United States District Judge Matthew T. Abruzzo recently denied the petition of David H. Isacson and the law firm of Malkan and Isacson for a new trial in the suit of Fisher Studios, Inc., against Loew's, Inc., Paramount, and others, asking triple damages for violations of the anti-trust laws. The new trial was asked to annul the court's order disqualifying David H. Isacson from acting as attorney for Fisher Studios.

The attorney for the defendants charged that Isacson, while employed as an attorney by Sargoy and Stein, had access to confidential information from the files of the defendants.

Malkan and Fisher will be the new firm representing Fisher Studios, Inc.

## UA Theatres Board Re-elected

BALTIMORE—The board of United Artists Theatres was reelected last week. Lineup includes Joseph M. Schenk, chairman; George P. Skouras, Joseph M. Seider, Bertram S. Nayfack, Milton Shubert, Harry D. Buckley, Douglas M. Moffat, Milton C. Weisman, Raymond V. Wemple, A. H. Frisch, and James M. Landis.

## Regional Meetings Discuss RKO Plans

NEW YORK—Howard Hughes' "Underwater!" will go into general release on Feb. 9 with a minimum of 32 openings in branch key cities, Walter Branson, RKO world-wide sales manager, announced last week at the opening session of the company's regional sales meeting at the Hotel Warwick.

Branson also brought the sales staff up to date on details of the forthcoming product to be delivered for RKO release during 1955 by six major independent producers.

Midwestern sales personnel heard the same announcements in Chicago, where Sam Gorelick, midwestern district manager, presided at the opening of another regional sales meeting being held concurrently with the New York conference.

J. R. Grainger, president, RKO, discussed forthcoming releases and future productions at the Chicago meeting at the Blackstone Hotel.

Joseph Tushinsky, co-inventor with his brother, Irving, of Superscope, discussed the wide-screen process at both meetings. Herbert H. Greenblatt, domestic sales manager, took over the sales sessions in New York following Branson's opening remarks.

The meetings in both cities began with morning screenings of "Underwater!," after which a luncheon preceded the initial sales sessions. In New York, the Superscope-Technicolor release was shown at the RKO 58th Street, while in Chicago the film was screened at the Esquire. Also screened was "The Americano."

Another regional sales meeting was conducted at the Hotel Jung, New Orleans.

## Tax Take Declines

WASHINGTON—A report of the Internal Revenue Service shows tax revenue from the federal admissions tax for September to be \$1,530,000 as compared with \$4,572,000 for September, 1953. The difference was caused by the Mason Bill's lowering of the taxes.

## This Was The Week When . . . .

Allied Artists acquired distribution rights to "The Mighty Fortress," two-reeler featuring Billy Graham. . . . UA's "Black Tuesday" was set for its New York premiere at the RKO Palace on New Year's Eve. . . . Mrs. Dwight D. Eisenhower sponsored a special performance of UA's "Romeo And Juliet" at the Dupont, Washington. . . . Allied Artists' "Tonight's The Night" opened at the 52nd Street Trans-Lux with the New York Foundling Hospital receiving first night receipts. . . . Mara Corday, featured in U-I's "So This Is Paris," embarked on a tour of Indianapolis, Philadelphia, New York, Charlotte, Cleveland, and New Orleans to publicize the film. . . . The American premiere of Associated Artists' "The Bells Of St. Trinian's" was postponed one day to today (Dec. 22).

Carroll L. Puciato, president, Carroll Pictures, Inc., concluded negotiations with A. P. Waxman's organization to handle national exploitation, publicity, and advertising of "Princess Cinderella." . . . Jack L. Warner announced that Warners planned to produce "Faust" in color and CinemaScope, utilizing material from both the story and opera. . . . A contest sponsored by U-I and held by the famed Art Students League resulted in model Jeannie Johnson being chosen the ideal fifth century beauty and sent on a tour for "Sign Of The Pagan." . . . Allied Artists completed negotiations with Masthead Productions, Inc., under which it will release the latter's recently filmed feature, "Murder Is My Beat," starring Barbara Payton and Paul Langton. . . . Herbert J. Yates, Republic president, announced that five pictures are scheduled to go before the cameras within the next six weeks, including "Man From Texas," "I Cover The Underworld," and "Rebel Island."





**GARY  
COOPER**  
**BURT  
LANCASTER**  
IN  
**"VERA  
CRUZ"**

**SUPERSCOPE**  
COLOR BY  
**TECHNICOLOR**

HAROLD HECHT presents

**GARY COOPER • BURT LANCASTER**

**"VERA CRUZ"**  
COLOR BY **TECHNICOLOR**

Co-Starring **DENISE DARCEL** and **CESAR ROMERO** with **GEORGE MACREADY** • **ERNEST BORGNINE** and introducing **SARITA MONTIEL**  
Screenplay by **ROLAND KIBBEE** and **JAMES R. WEBB** • Story by **BORDEN CHASE** • Produced by **JAMES HILL** • Directed by **ROBERT ALDRICH**  
A HECHT-LANCASTER PRODUCTION • Released thru UNITED ARTISTS

**Konecoff** (Continued from page 10)

by the large-sized screens. Today's filmmakers must concern themselves with the problems of casting which are difficult. It seems that there is enough medium talent around, but not enough top talent, and while it was thought movies would receive an assist from television via the development of people, this has not worked out along those lines to any great degree.

Stereo sound came in for its share of praise by Siegel, who claimed it was helpful in getting across musical numbers in proper fashion. He paid tribute to 20th-Fox for the development of the medium although there was no extra revenue in it. They have been spending huge sums of money and time in the development purely for the sake of increasing quality, he said.

Picture making no longer figures on "success insurance" via the use of top "names" in casts, but rather values today are pegged at good stories with top directors utilizing stars that fit the parts. The stars themselves prefer this method which is to their benefit as well. The future should see more and more participation deals in the making of pictures which will be helpful in turning out quality product in that it provides more incentive.

**DIRECTION, DIRECTION:** Irving Rapper, director of the forthcoming King Brothers' production, "The Boy And The Bull," was in town and reported that he was getting ready to start the film in Spain in CinemaScope and Eastman Color with no known stars. He expects to find a suitable youngster abroad, a bull in Spain, and extras either in Spain or in Italy. Technicians will come from both Hollywood and England, with most of the filming being exteriors.

The film, which will be released by RKO, is expected to cost over a million, with Rapper being in for a piece of the picture. He hopes that Ernest Hemingway may do the prologue for the film. Rapper reported that an advertising and promotion campaign on a national scale is presently being worked out so that the finished picture will have the proper presentation.

While on the subject of pix made abroad, he noted that critics, particularly in New York, who are influential and who are widely-read elsewhere, are frequently impressed with films made abroad and imported here. What they don't seem to realize is that those entries are made without any censorship problems, and if these aforementioned critics would spend their time and energies in combatting censorship here, then moviemakers might be able to turn out better product which might receive some of the accolades awarded foreign entries. He thought audiences should be the censors and would soon make their likes and dislikes known. Naturally, good taste should be considered in picture-making.

**NOTES AND BARS:** Leon Birnbaum, 20th-Fox's studio music editor, who recently worked on "There's No Business Like Show Business," was in town, and what was more natural for him than to meet the press so that he could talk about said film. Naturally.

Since we know from nothing about



music, the conversation was a little one-sided, and he related that the advent of stereophonic sound on the sound scene has meant more work for music editing and scoring experts. In the old days, there used to be three or four sound tracks, whereas now there are as many as twenty in one film. Multiple tracks are also advantageous in that they permit more latitude in dubbing films.

Birnbaum reported that there are only about 40 top music editors in the field, and the demand is ever-present for more. Television is utilizing motion picture techniques in music and are raiding the ranks of the studios, further depleting the supply of skilled men in the field. Musicmen are busier than ever these days because of CinemaScope and stereophonic sound, especially as there has been an increase in musical subjects with the addition of special shorts to programs.

**PREMIERE DEPARTMENT:** A brilliant page in entertainment history was written at the Roxy as "There's No Business Like Show Business" was world premiered in a benefit for the Actors' Fund of America.

The opening, transformed into a gigantic tribute to the acting profession, saw a record outpouring of entertainment luminaries, and a record number of spectators who jammed to overflowing the Times Square area, renamed Show Business Square in honor of the occasion.

On hand to greet the Darryl F. Zanuck presentation were the celebrated song writer Irving Berlin; four of the picture's six stars, Ethel Merman, Dan Dailey, Johnnie Ray, and Mitzi Gaynor; and producer Sol C. Siegel.

A 21-foot bridge was erected under the marquee over which the stars passed on their way into the red-carpeted lobby. In stage ceremonies immediately preceding the start of the picture, Walter Vincent, president, Actors' Fund, accepted a check from emcee George Jessel for monies raised from the sale of tickets to the opening.

A sell-out crowd of world-wide celebrities packed the Criterion for the United States Olympic Fund benefit world premiere of Paramount's "The Country Girl," starring Bing Crosby, Grace Kelly, and William Holden.

A check for the entire opening night proceeds was presented to Colonel Edward P. F. Eagan, chairman, National Olympic Finance Committee, by Thomas J. Watson, Sr., board chairman, International Business Machines Corporation, and Bernard F. Gimbel, Gimbel Brothers. The latter two industry leaders were members of the premiere committee. The money will be used to help send an American team to Melbourne, Australia, for the 1956 Olympic Games.

### Draw Poker Readies First

NEW ORLEANS—Draw Poker Films of Texas, Inc., new independent production company, was recently organized here with George M. Leppert as president.

A Hollywood technical crew is being assembled and it is expected to make the first film in Spain.

Interested in the venture are Leander Perez, Jr., Jack Auslet, Bentley Byrnes, Oliver Livaudais, General Ray Huft, U.S. Congressman F. Edward Hebert, and George Tessier.

**185,000,000 \*  
MOVIE-GOERS  
PRE-SOLD...  
READY AND  
WAITING TO SEE**

**The Battle  
Of The Giants  
In The Biggest  
Spectacle  
Of Them All!**

**GARY  
COOPER**

**BURT  
LANCASTER**

IN

**"VERA  
CRUZ"**

**SUPERSCOPE**

COLOR BY

**TECHNICOLOR**



**\* WATCH THE COLOR ADS IN...  
LIFE, LOOK, THIS WEEK, AMERICAN WEEKLY,  
SEVENTEEN, REDBOOK AND METRO COMICS!**

**UA**



## The International Scene

(Continued from page 18)

mayor, Frederick G. Gardiner. It will have a population of two million by 1975, he predicted, indicating further Toronto's importance to the motion picture industry. . . . One of the men who helped in a small way to start Famous Players, E. L. Ruddy, died in Toronto recently. He helped the late N. L. Nathanson purchase the Regent in Toronto, the nucleus of an organization that later became FPCC. . . . Marc Thibeault, former publisher and editor, Parlons Cinema, has been named director of publicity and advertising, Canadian Cinerama Corporation, by Everett C. Callow, Stanley Warner Cinerama Corporation. Thibeault's offices will be in the Imperial, Montreal, where "This Is Cinerama" makes its Canadian debut on Dec. 27. . . . Donald Hood, 48, operator, Lux, Hudson Bay, Sask., and a director, Saskatchewan Motion Picture Exhibitors Association, was killed recently in a plane crash near Regina. Widely-known in Saskatchewan as a theatreman and as editor, Hudson Bay Post, he had been using the single-engine plane extensively for the past two months in his campaign for the leadership of the Saskatchewan Liberal Party.

—HARRY ALLEN, JR.

## England

LONDON—Associated British Cinemas, circuit arm of Associated British Pictures Corporation, will spend 3,000,000 Pounds in the next three years to modernize its 400 theatres. Sir Phillip Warter, chairman, further revealed that by March, 1955, ABC will have 260 theatres equipped for anamorphic projection, while a total of 350 will have wide-screens installed. The ABC decision not to enter the commercial television field has freed at least 1,500,000 Pounds for theatre renovation.

## Vistarama Available

HOLLYWOOD—Carl W. Dudley, president, Vistarama, Inc., announced last week that the Vistarama anamorphic lens, compatible with CinemaScope, will be available to all producers on a "very reasonable basis."

Dudley also disclosed that an American releasing corporation will use Vistarama in photographing "The Day The World Ended."



Gordon Simmons, owner, North Star Drive-In, Aldergrove, near Vancouver, British Columbia, and Mrs. Simmons were recently greeted by Diana Lynn on the set of Paramount's "You're Never Too Young" on a recent visit to the studio. Simmons, formerly in distribution, is a prominent member of the Canadian Motion Picture Pioneers.

## Benjamin Sales Drive Winners Announced

NEW YORK—United Artists' Los Angeles, Denver, and Minneapolis branches have won the second lap of the Robert S. Benjamin drive, it was announced last week by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains.

The Los Angeles exchange is managed by Richard Carnegie; Bud Austin heads the Denver branch; and Abbott Swartz leads the Minneapolis exchange.

The Benjamin drive will award a grand total of \$50,000 in prizes to winners among United Artists' 32 U. S. and Canadian branches, which are competing in three groups of equal grossing potential.

Runner-up to Los Angeles in the first group is the Washington exchange, while the San Francisco branch takes third place. In the second group, second place has been won by the St. Louis exchange, with the Seattle branch finishing third. The Milwaukee branch captures second prize in the third group, and Salt Lake City wins the third-place award.

The six-month drive honoring Benjamin, board chairman, is being run in three six-week laps capped by an eight-week home stretch. The campaign backing United Artists' blockbuster releasing program closes March 5.

## Johnston Sees Rise In Foreign Market

HOLLYWOOD—Eric A. Johnston, president, MPAA, predicted following his return from a one-month trip to the Far East last week that American film companies should gross \$210,000,000 from the foreign market, including Canada, in 1955.

Visiting Japan, the Philippines, and Australia, Johnston discussed industry problems with government officials in each country. In Japan, Johnston held preliminary talks on the new film pact to replace the current one which expires in April, 1955. He also presented for study a number of alternate compensatory deals aimed at aiding the Japanese economy and at getting frozen American film revenues out of the country. The American quota under the present pact is 102 films per year and from July, 1953, till July, 1954, a total of \$9,000,000 was remitted from the country, \$5,600,000 in remittances and the remainder in compensation deals. Japan still has \$7,000,000 in blocked American funds.

In the Philippines and Australia, Johnston said, compensatory deals must be resorted to more and more in order to get blocked funds out of these countries. In the Philippines, there is \$4,000,000 in blocked funds and in Australia \$500,000.

Although Johnston held talks in all countries in order to unfreeze blocked funds, no decisions were made. Johnston saw the possibility of returning to Japan if projected negotiations on a new pact hit a snag. He also said he would visit India, Ceylon, and other countries in the Far East next year. He called the Far Eastern market an expanding one for American motion pictures, pointing especially to the Indian market, which at present yields little to American film companies.

Asked to estimate the current foreign world boxoffice gross, Johnston said his "wild guess" would be about \$2,000,000,000, converting foreign currencies at the official rate of exchange. In another "wild guess," Johnston estimated the gross foreign film rentals of American companies as between \$550,000,000 and \$600,000,000.

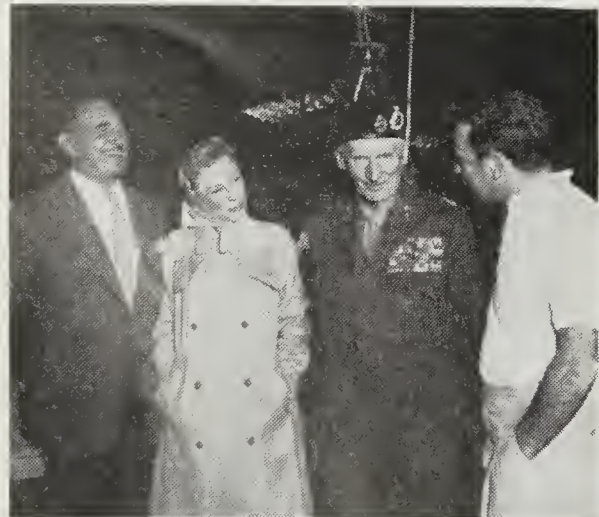
## Technicolor Veterans Honored

HOLLYWOOD—Seventeen employees of the Technicolor Corporation who have completed 25 years of service during 1954 were honored at a banquet at the Rodeo Room of the Beverly Hills Hotel last week.

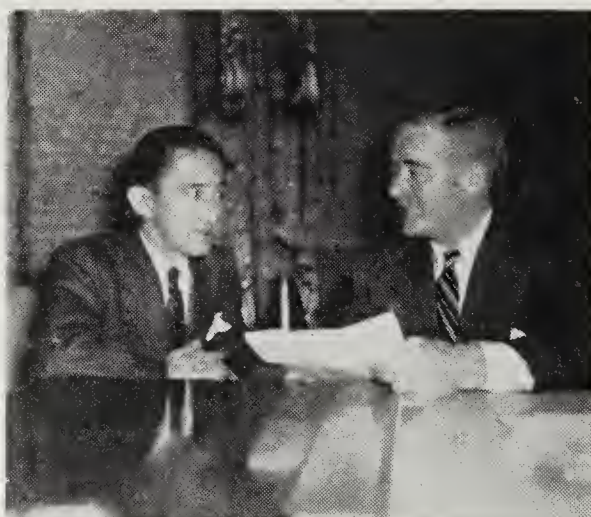
All these employees, who joined Technicolor in 1929, were presented with gold watches by Dr. Herbert T. Kalmus, president and general manager, in commemoration of the anniversary. The honored employees are Malcolm H. Ames, David L. Balser, Alfonso Blanco, A. E. Carlson, Gifford Chamberlain, Russell W. Conant, Ed Cook, Louise Corkran, Melville Coyle, Thomas Di Sessa, Francis J. Downey, Paul W. Fassnacht, Charles J. Fitzsimmons, Florence Harris, Arthur G. Jacobs, David J. Johnson, Floyd Lee, Gerald Mackenzie, Walter Myron, Glen Twombly, and Clarence Warne.

## Mrs. Warburton Mourned

HOLLYWOOD—Mrs. Ruth Wilcox Warburton died here last week. She was the sister-in-law of Nicholas M. Schenck, president, Loew's, Inc., and the sister of Fred Wilcox, a director at MGM.



Field Marshal, the Viscount Montgomery, was a recent visitor to Warners studios as a guest of Jack L. Warner. From left to right on the set of "The McConnell Story" are Warner, June Allyson, Montgomery, and director Gordon Douglas.



Japanese distribution executive K. Takanashi, Eiga Haikyu Company, Ltd., Allied Artists distributors in Japan, visited recently while in New York City for a talk with AA International president Norton V. Ritchey, right.





# COLUMBIA PICTURES

looks forward  
with confidence  
and pride in its product  
as the unprecedented  
boxoffice success of

**"THE CAINE MUTINY"**

and

**"ON THE WATERFRONT"**

is being followed by

**"THE VIOLENT MEN"**

**"THE LONG GRAY LINE"**

**"THREE FOR THE SHOW"**

**"THE MAN FROM LARAMIE"**

and coming soon

**"MY SISTER EILEEN"**





# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*

## Natlynn Joins Boost For "Show Business"

NEW YORK—A million dollar national advertising and promotion campaign linked to the release of Irving Berlin's "There's No Business Like Show Business" has been set by Natlynn Junior Original dresses, which are merchandising a full line of modes inspired by the 20th-Fox picture, it was announced last week.

One of the largest film-linked drives ever programmed, the campaign, to run for six months, will feature national TV, radio, newspaper, and magazine advertising, comparable regional and local level advertising, cooperative promotions including fashion shows and contests, and local theatre cooperation by the dress manufacturer's thousands of department and specialty store outlets. Full-page advertisements in Women's Wear Daily recently announced the campaign. Advertisements in Charm and Glamour have been scheduled to break this month.

Five thousand complete campaign kits prepared with the explicit purpose of obtaining full participation by five thousand retail outlets have been serviced to facilitate store promotions during the peak Christmas holiday season and concurrent with the picture's initial playdates.

Each kit contains an array of showmanship ingredients, including vinyl window streamers; radio and TV spot announcements; a fashion show; a booklet on how to run a fashion show; a four-page letter on how to make the promotion a success at the retail store; newspaper advertising mats; reproofs of this mat for interior displays; and a complete set of 8x10 glossy photographs showing the six styles in the promotional line plus production stills from the film.

Also featured in the kits are a complete list of 20th-Fox field exploitation representatives to be contacted for campaigns in their respective territories; specially recorded promotional records with a full orchestral accompaniment presenting the entire line of modes; hang tags fully crediting the picture; advertising proofs of the Charm magazine insertion; and tearsheets of the Women's Wear Daily full-page announcement ad.

Five hundred thousand Irving Berlin's "There's No Business Like Show Business" hang tags have been made up, and every piece of correspondence leaving Natlynn during the next six months will carry one of them. Fifty thousand cardboard boxes have been prepared in various sizes in which all Natlynn dresses will be shipped.



Co-op promotions are also an important part of foreign exploitation, as this recent London shop window saluting United Artists' "The Barefoot Contessa" proves. The Nylan tie-in, neatly underlining the film title, landed big-space displays in stores throughout Great Britain.

## "Paris" Plugged Via Contests

NEW YORK—In one of the most comprehensive national merchandising tieups in the history of U-I, the company and Bates Fabrics, through two leading national manufacturers, Jerrell and Tailored Juniors, have joined forces for a national "So This Is Paris" contest with the winners in two different groups being awarded trips to Paris for two, via Pan American World Airways.

In the first section of the contest, the 60 Independent Retailers Syndicate member stores are running a dress design contest among their customers. Jerrell and Tailored Juniors are supplying their IRS outlets with special promotional material and are asking them to run special full page local newspaper advertisements tying in with the contest.

The second section of the contest involves the several hundred Jerrell and Tailored Junior retail outlets.

## Huge Ad Campaign To Hail "Vera Cruz"

NEW YORK—A mammoth national magazine advertising campaign reaching a combined readership of 185,000,000, the most extensive ever undertaken by United Artists, has been set in behalf of Hecht-Lancaster's "Vera Cruz," Technicolor spectacle in Superscope starring Gary Cooper and Burt Lancaster, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation.

The jumbo ad slate heralding "Vera Cruz," first film released in the Tushinsky brothers' Superscope anamorphic process, will spot vivid color displays ranging from a half to a full-page in This Week, Dec. 19; Metro Comics, Dec. 26; Look, Dec. 28; Life, Jan. 10; American Weekly, Jan. 16; Seventeen, January; and Red Book, February.

The unique Life display consists of two half-page units, one featuring Gary Cooper and the other Burt Lancaster, appearing on facing pages. The Metro Comics insertion is in the form of a comic-strip synopsis of the Technicolor epic's action highlights.

All ads for the Superscope spectacle, with the exception of the half-page appearing in Metro Comics, are highlighted by arresting scratch-board drawings of Cooper and Lancaster. United Artists initiated the scratch-board art technique with the highly-effective campaign for Hecht-Lancaster's "Apache."

The wide-ranging "Vera Cruz" national ad program is timed to provide maximum support for Christmas holiday regional premieres throughout the country and saturation area bows that will follow shortly thereafter.



Lou Cohen and Norm Levinson, Loew's Poli, Hartford, Conn., recently created the above lobby cut-out which was a life-size blow-up of stars in 20th-Fox's "There's No Business Like Show Business," along with that of Levinson and fellow employees. The standee was so realistic, one woman patron actually said to an aide, "Don't they get tired standing there all the time?" The display will be used again for other films in the future, including Loew's Golden Jubilee when that arrives.

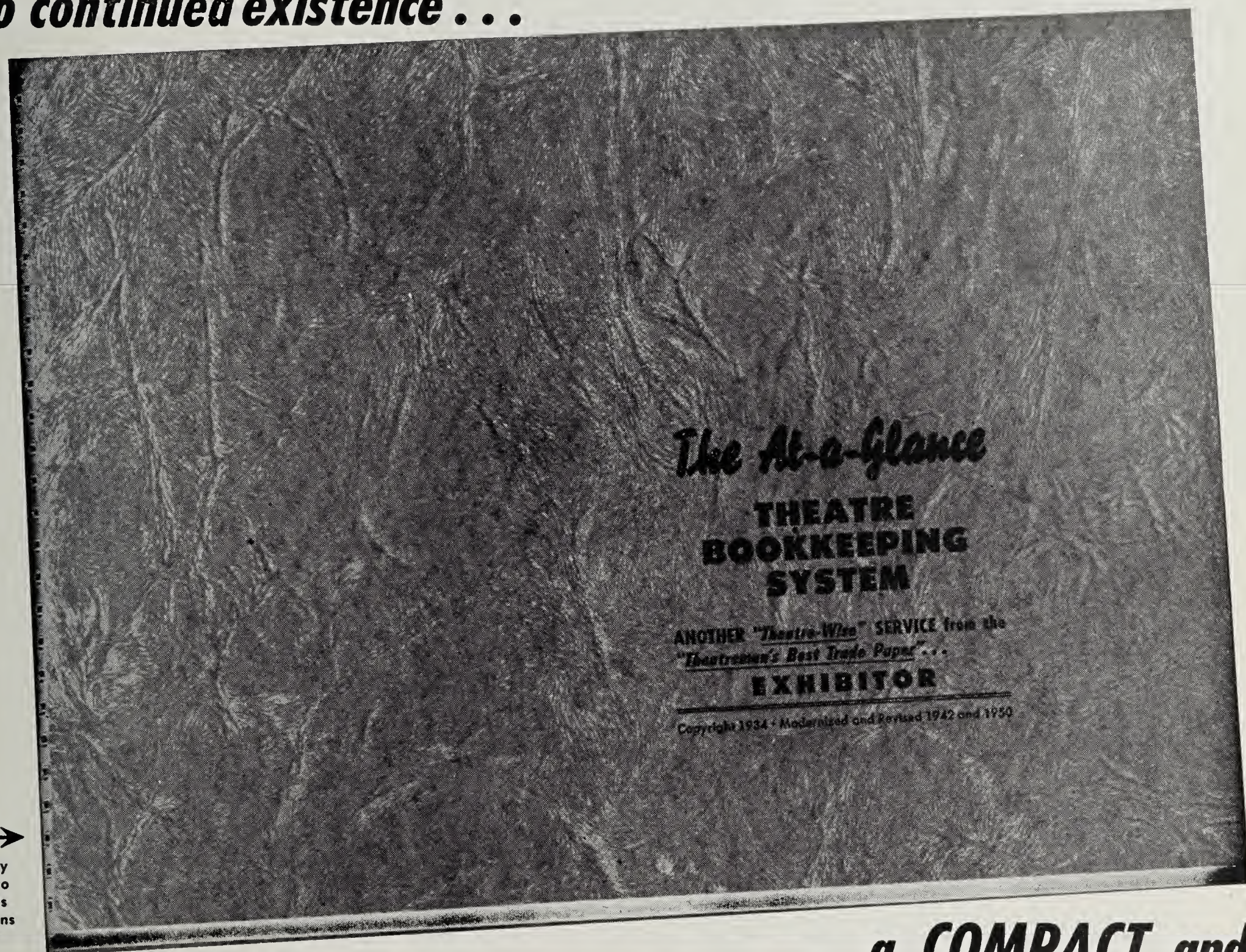
**DEAL DIRECT AND SAVE**  
on Quality Theatre Equipment  
Factory-to-you Values on the BEST for Drive-ins and Indoor Houses. SATISFACTION GUARANTEED. Write for complete catalog and valuable portfolio FREE

**First American products, inc.**  
1717 Wyandotte St., Kansas City 8, Mo.



**NOW** . . . *when close control over all expenses,  
and accurate Profit-or-Loss statements, are important  
to continued existence . . .*

ATLY  
UCED  
→  
al copy  
sures to  
2 inches  
contains  
-page  
ads.



. . . a **COMPACT** and  
**STREAMLINED** set of Theatre Accounting Records

SIMPLE! ACCURATE! COMPLETE! TAX SUFFICIENT!

# *The At-a-Glance* THEATRE BOOKKEEPIN SYSTEM

COMPLETELY REVISED AND READY FOR SHIPMENT • THE ONLY BOOK OF ITS KIND ON THE MARKET

START THE  
NEW YEAR  
RIGHT!

Naturally . . . this is a PLUS-SERVICE restricted  
to ONLY the regular Theatre Subscribers to  
MOTION PICTURE EXHIBITOR. Subscribers need  
only direct their order and remittance to . . .

**EXHIBITOR**  **BOOK SHOP**  
246-48 N. CLARION STREET • PHILADELPHIA 7, PA.

Price per copy  
(A Full  
52-Week Year's Supply)

**\$1.60**

Including Postage



## In The Newsreels

### IN ALL FIVE

Newport News, Va.: Super-carrier "Forrestal" launched. Lorton, Va.: Rockets guard capital.

### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 102) New York: U. N. General Assembly asks Peiping to discuss freeing U. S. flyers. Gettysburg, Pa.: President Eisenhower down on his farm. New York: Shoe fashions. Australia: Tennis. Miami, Fla.: West Coast golfer tops in Miami Open.

NEWS OF THE DAY (Vol. XXVI, No. 232) New York and London: Christmas. Washington and New York: New Overseas Press Club opens; President gives tribute to newsmen. Gettysburg, Pa.: President Eisenhower down on his farm. San Francisco: Nothing stops this pump. Canada: Art find in Toronto. Spain: Rabbit outruns greyhounds. Pasadena, Cal.: Junior Rose Bowl. (Los Angeles, San Francisco, and New Orleans only.)

PARAMOUNT NEWS (No. 35) New York: Christmas. Sweden: Nobel Prizes presented in Stockholm. New York and Washington: New Overseas Press Club opens; President gives tribute to newsmen. New York: College basketball in swing.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 630) Ireland: Floods. Gettysburg, Pa.: President Eisenhower down on his farm. Canada: Canadian Air Force hero home after two years imprisonment in Red China. New York: Spring fashions on the wing. California: Determine wins Golden Gate Handicap. New York: College basketball in swing.

WARNER PATHE NEWS (Vol. 26, No. 37) New York and Washington: New Overseas Press Club opens; President gives tribute to newsmen. Gettysburg, Pa.: President Eisenhower down on his farm. Canada: Santa Claus on his way from Bracebridge, Ontario. New York: Cardinal and waifs at Christmas party. New York: Orphans shop with \$5 and glee. Football: Eagles 29, Giants 14; Bears 28, Lions 24.



At the recent annual entertainment and dance staged by the MGM Studio Club, attended by over 2,000 employees of the company, it was announced that W. K. Craig, president of the welfare and social organization and controller of MGM, was retiring after being with the company since it was founded in 1924. E. J. Mannix, studio general manager, made the announcement.

### IN ALL FIVE:

Venezuela: Caracas, the city of tomorrow.

### IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 37, No. 101) New York: UN Assembly puts captured airmen problem on agenda. Italy: Pope Pius ends Marian Year from sickbed. Washington: General Ridgway accepts tribute to "This Is Your Army." Japan: Hatoyama new Prime Minister. Germany: Mrs. America's cooking a hit. New York: Ameche gets Heisman trophy. Canada: Muscle men vie for bicep crown in Toronto.

NEWS OF THE DAY (Vol. XXVI, No. 231) Washington: GOP rebuts McCarthy blast against President. Italy: Stromboli volcano awakens. Italy: Fashions from Venice. Bavarian Alps: Ski season. California: Roller-ski.

PARAMOUNT NEWS (No. 34) South Boston: New Antarctic expedition. Germany: Simians in swing. Puerto Rico: Mayors of the Americas meet. California: Roller-ski. California: Mini-sub for ski-diving.

## Six Indies Set 12 For RKO '55 Release

HOLLYWOOD—Six major independent producers will be filming a minimum of 12 top-budgeted pictures, all of them in color and wide-screen process, for distribution by RKO with the start of 1955, it was disclosed last week by J. R. Grainger, president.

In addition, with six films currently in release and a backlog of four of the biggest-budgeted, most promising productions ever made by RKO completed and awaiting spring and summer release, the company is in the strongest, most mobile position it has been in since coming under the management of Howard Hughes.

Each of the following independent units has a schedule of major attractions ready to go before the cameras in color and wide-screen process for RKO release, Edmund Grainger Productions, King Brothers Productions, Benedict Bogeaus Productions, David Butler Productions, Nat Holt Productions, and Sol Lesser Productions.

Grainger has two deluxe pictures ready for filming in Technicolor and Superscope, "The Treasure Of Pancho Villa" and "Oh, Promised Land."

Just completed by Benedict Bogeaus for RKO release is "Escape To Burma," and an untitled top-budget picture.

First of three to be produced and directed by David Butler, "Miracle At Santa Anita," starts in January. In February, King Brothers start their "The Boy And The Bull," to be filmed in color and CinemaScope entirely in Spain. In June, cameras roll in England on "The Two-Headed Spy."

Nat Holt Productions has just completed "Seven Bad Men," filmed in Technicolor and Superscope, while a second production, as yet untitled, is slated to start within six weeks.

Already completed by Sol Lesser Productions is "Tarzan's Hidden Treasure," to be followed within the next few weeks by another Lesser film for RKO release.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 629) New York: UN Assembly puts captured airmen problem on agenda. Germany: Berlin elections. Ft. Eustis, Va.: World's first heliport. New York: A fashionable family at home. New York: Ameche gets Heisman trophy. California: Roller-ski.

WARNER PATHE NEWS (Vol. 26, No. 36) New York: UN Assembly puts captured airmen problem on agenda. Ft. Eustis, Va.: World's first heliport. Japan: Mt. Fujiyama avalanche. New York: Bohlen returns to U.S. post in Moscow. New York: Helen Keller "woman of the years." Belgrade: Tito leaves for tour of Ind'a. England: Queen Mother at fashion show. New York: Ameche gets Heisman trophy. California: Roller-ski.

### Betrothal Announced

NEW YORK—Philip M. Sherman, son of Robert Sherman, film buyer and broker, RKO Theatres, has become engaged to Miss Doris R. Gottlieb, Jamaica, L. I., it was announced last week. The wedding is planned for April.

## Every Dollar Invested In ALTEC Service Pays Dividends!

That statement is no mere copywriter's flight of fancy. More than 6,000 satisfied exhibitor users of ALTEC service will agree with it.

If you would like to enjoy dividends payable in peace of mind, peak sound performance, and protection of your equipment investment, write today for your copy of "THE ALTEC SERVICE MAN."



161 SIXTH AVENUE, NEW YORK 13, N. Y.

*Specialists In Motion Picture Sound*



## The Editor Speaks

1954 WAS the year Hollywood settled down and showed the world, a doubting world at that, that they could produce, with remarkable consistency, high grossing motion pictures.



PAUL MANNING

THE LONG and impressive list of smash hits released during 1954 proves that, at long last, our picture makers have found the formula for the kind of film fare that hits the boxoffice gong mightily.

How ABOUT THESE as an example: "The High and the Mighty," "Rear Window," "On The Waterfront," "Magnificent Obsession," "The Caine Mutiny," "Knock On Wood," "Seven Brides For Seven Brothers," "Sabrina," "A Star Is Born," "Three Coins In The Fountain," "Carmen Jones," "The Barefoot Contessa," "White Christmas," "The Student Prince," "The Last Time I Saw Paris," "The Sign Of The Pagan," "The Country Girl," "Dial M For Murder," "Black Widow," etc., etc., etc.

THIS EDITOR can find no better way of winding up the year than by acknowledging the above production hits with a sincere "Well done, Hollywood."

WITH A QUICK glance over the simply sensational program for 1955 we know that Hollywood is really all out to prove the truth of its slogan, "Movies Are Your Best Entertainment."

*Paul Manning*

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9075 West Pico Boulevard, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

# STUDIO SURVEY

Paul Manning, editorial director

Vol. 7, No. 12 December 22, 1954

# STUDIO SURVEY

## Motion Picture Exhibitor Laurel Awards Nominations

20th CENTURY-FOX's

### "THERE'S NO BUSINESS LIKE SHOW BUSINESS"

starring  
ETHEL MERMAN, DONALD O'CONNOR, MARILYN MONROE,  
DAN DAILEY, JOHNNIE RAY, MITZI GAYNOR  
with  
RICHARD EASTHAM, HUGH O'BRIAN, FRANK McHUGH, RHYS WILLIAMS,  
LEE PATRICK, EVE MILLER, ROBIN RAYMOND  
Produced by Sol C. Siegel. Directed by Walter Lang.  
Screen play by Phoebe and Henry Ephron from a story by Lamar Trotti.  
Lyrics and music by Irving Berlin. A CinemaScope production. Color by De Luxe.

PARAMOUNT's

### "THE COUNTRY GIRL"

starring  
BING CROSBY, GRACE KELLY, WILLIAM HOLDEN  
with  
ANTHONY ROSS, GENE REYNOLDS, JACQUELINE FONTAINE  
A Perlberg-Seaton Production.  
Produced by William Perlberg. Directed by George Seaton.  
Written for the screen by George Seaton from the play by Clifford Odets.  
Songs by Ira Gershwin and Harold Arlen.

MGM's

### "DEEP IN MY HEART"

starring  
JOSE FERRER, MERLE OBERON, HELEN TRAUBEL, DOE AVEDON,  
WALTER PIDGEON, PAUL HENREID, TAMARA TOUMANOVA  
with  
PAUL STEWART, ISOBEL ELSON, DAVID BURNS, JIM BACKUS  
and guest stars  
ROSEMARY CLOONEY, GENE AND FRED KELLY, JANE POWELL, VIC DAMONE,  
ANN MILLER, WILLIAM OLIVIS, CYD CHARISSE, JAMES MITCHELL,  
HOWARD KEEL, TONY MARTIN, JOAN WELDON  
Produced by Roger Edens. Directed by Stanley Donen.  
Screen play by Leonard Spigelgass, from the book by Elliott Arnold.  
Music of Sigmund Romberg supervised and conducted by Adolph Deutsch.  
Photographed in Eastman Color. Print by Technicolor.



**Société Technicolor**  
**a new**  
**TECHNICOLOR LABORATORY**  
**to serve the increasing demands**  
**on the Continent of EUROPE**  
**for**



TECHNICOLOR IS THE REGISTERED TRADE-MARK OF  
**TECHNICOLOR MOTION PICTURE CORPORATION**

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER





Jay Emanuel, MOTION PICTURE EXHIBITOR publisher, right, presents to Charles Reagan, MGM sales manager, INTERNATIONAL LAUREL AWARDS for FitzPatrick Traveltalks, Pete Smith Specialties, Tom and Jerry cartoons, and for again being voted the company giving the fairest treatment to its exhibitor customers.



Emanuel was also on hand to present the INTERNATIONAL LAUREL AWARD to Oscar Morgan, Paramount short subject sales head, who accepted the honor for his company on behalf of the prize-winning Grantland Rice Sportlights, which were voted by the nation's theatremen as the best entry in one reel sport shorts.

# Problems, Triumphs Crowd '55 Calendar

THE biggest story of 1954 would be hard to find in the mass of important events that crowded the industry's calendar in 12 short months. After a near miss in a previous legislative session, Congress, apparently aware of exhibition's crying need, took action on a tax reduction measure. Those states still operating censorship machinery saw their censor boards reeling from a series of heavy judicial blows at year end in the wake of Supreme Court decisions. The words "product shortage" took on increased significance as the majors curtailed production and the independent producer found a ready market for his wares. Exhibitor organizations took every opportunity afforded them in an attempt to stimulate production, with National Allied backing a plan submitted by producer Hal Makelim and TOA organizing a corporation composed of leading exhibitors to finance production.

Clashes between exhibition and distribution were frequent and bitter, with Allied threatening to appeal for industry regulation by the government if alleged trade abuses were not amended, but year's end saw renewed efforts toward arbitration and an excellent chance for speedy establishment of such machinery. The technical revolution continued unabated, and standardization was still a thing of the future, with many sources contending that it was not desirable and that variety was a boxoffice stimulant. Also looming large as 1954 drew to a hectic close was the spectre of subscription television, and exhibitors were prepared to fight it via a committee led by Allied's Trueman Rembusch and TOA's Alfred Starr.

The last mentioned committee was a precursor to what might very well be the big story of 1955, merger of the two great exhibitor groups. The voices favoring such a move comprised some of the most in-

fluent men in exhibition, and as was pointed out repeatedly in 1954, exhibitors everywhere are faced with the same problems. Allied and TOA might differ in their approach to solving these difficulties, but it was felt throughout the industry that the best minds of each working together could certainly speed their solution.

For 36 years, MOTION PICTURE EXHIBITOR has been an interested observer and eager participant in industry affairs, and so to MPE's headlines of '54.

## December, 1953

- 2—Telemetering test is held in Palm Springs. . . . The National Catholic Conference warns on films condemned by the Legion of Decency. . . . Kenneth Clark and C. Griffith Johnson are made MPAA vice-presidents.
- 9—Walter Reade, Jr., speaking as TOA president at the Kansas-Missouri Theatre Association convention, asks for improved merchandising policies. . . . Broadcast Music, Inc., inaugurates a licensing system for theatres for the use of its music. . . . An impressive demonstration of film on tape is given at Princeton.
- 16—20th-Fox President Spyros Skouras clarifies his company's policy on CinemaScope screens, "small, narrow houses can choose their own." . . . UA's "The Moon Is Blue" wins in court tilts in Baltimore and Jersey City.
- 23—The United States Supreme Court will view "M" and "La Ronde" in connection with censorship cases. . . . MPTO of St. Louis, East Missouri, and Southern Illinois asks for more features and complete conversion to acetate film.
- 30—20th-Fox President Spyros Skouras predicts that grosses for the com-

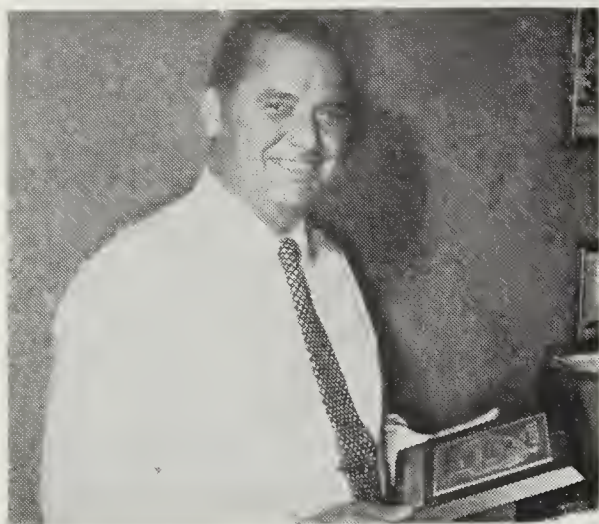
pany will break all records for 1953. . . . A committee of distributors is appointed to hasten the streamlining of distribution of film as a national measure. . . . In Chicago, the two weeks' restriction on first-run films for houses bound by the consent decree is lifted for a period of six months.

## January, 1954

- 6—RKO's "The French Line" bows in St. Louis without a Production Code Administration seal of approval. . . . Samuel Goldwyn, in an exchange of letters with Eric Johnston, MPAA president, asks for some changes in the Production Code. . . . The FCC sees problems on subscription TV.
- 13—MGM officially begins its "30th Anniversary Jubilee." . . . The United States Supreme Court hears appeals in the "M" and "La Ronde" cases and sees both films. . . . Representative Noah Mason introduces a new bill to give tax relief to theatre owners.
- 20—20th-Fox is launching a comprehensive CinemaScope educational program to channel technical material to the trade. . . . COMPO's governing committee votes to expand the organization's press relations setup in an effort to get a better press for the industry's admission tax repeal campaign.
- 27—Supreme Court decision in "M," "La Ronde" case upsets New York and Ohio censorship laws, but fails to declare all censorship illegal. . . . Harris Wolfberg, prominent western exhibitor, dies in Chicago. . . . Technicolor and Polaroid say that 3-D films on a single strip, through the Vectograph system will be available through a completed deal.



# RECIPIENTS OF THE NEW FIVE-YEAR LAUREL AWARDS ACCEPT THEIR HONORS IN HOLLYWOOD



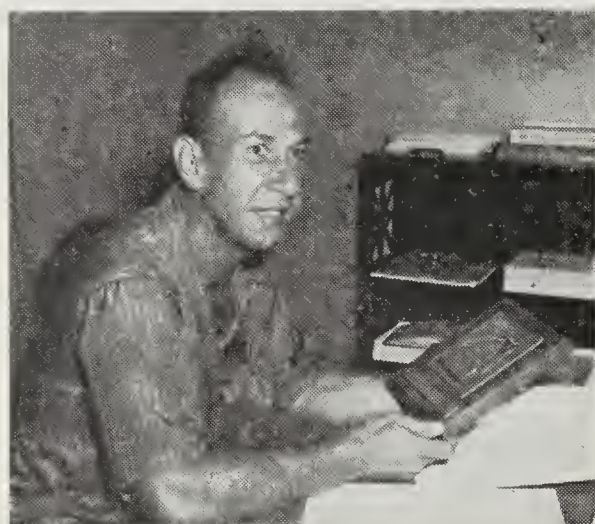
Edmund Grainger, producer, Republic  
"Sands Of Iwo Jima," Top Documentary Drama



Olivia De Havilland, "The Snake Pit"  
Top Dramatic Performance



Jerry Wald, producer, Warners  
"Johnny Belinda," Topliner Dramatic Feature



Jose Ferrer, "Moulin Rouge"  
Topliner Dramatic Performance



Cecil B. DeMille, producer-director, Paramount  
(with Henry Wilcoxon and Manning)  
"The Greatest Show On Earth," Top Drama



Samuel Engel, producer, 20th-Fox  
"Sitting Pretty," Top Comedy Feature



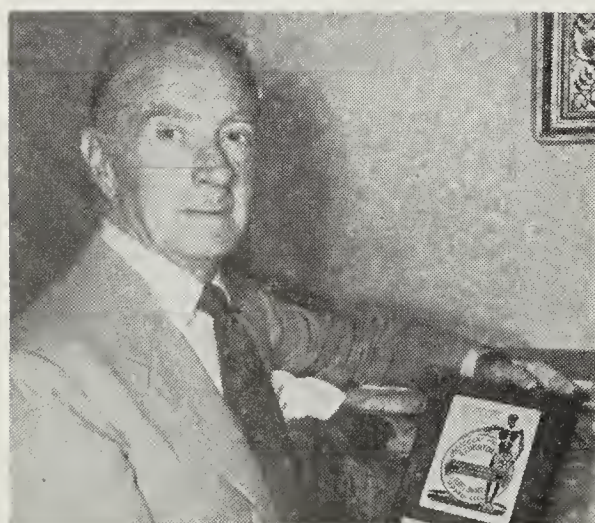
Bob Hope, "Son Of Paleface"  
Topliner Comedy Performance



Herbert J. Yates, Republic president  
(with Manning and sales staff)  
"Sands Of Iwo Jima"



Jane Wyman, "Johnny Belinda"  
Topliner Dramatic Performance



Clifton Webb, "Sitting Pretty"  
Top Comedy Performance



John Wayne, "Sands Of Iwo Jima"  
Top Action Performance



Susan Hayward, "With A Song In My Heart"  
Topliner Musical Performance



# *Happy Holidays*



**FOR *Christmas* RELEASE**

## **WALT DISNEY**

**presents**

**THE MIGHTIEST MOTION PICTURE OF THEM ALL**

# **20,000 LEAGUES UNDER THE SEA**

**starring**

**KIRK DOUGLAS** ☆ **JAMES MASON**

**PAUL LUKAS** ☆ **PETER LORRE**

**Directed by RICHARD FLEISCHER**

**Screen Play by EARL FELTON**

**COLOR BY TECHNICOLOR**

**CinemaScope**



**FOR *Summer* RELEASE**

## **WALT DISNEY**

**presents**

# **THE *FIRST* ALL CARTOON FEATURE**

**in CinemaScope**

# **LADY and the TRAMP**





George Sidney, MGM director  
"Annie Get Your Gun," "Showboat"  
Top Musical and Topliner Musical



Kirk Douglas, "Detective Story"  
Top Dramatic Performance



Jeff Chandler (with Joseph Pevney, U-I director)  
"Broken Arrow," Topliner Action Performance

## February, 1954

- 3—R. E. Baulch, Crescent Amusement Company president, died in Nashville. . . . House speaker Joseph Martin is said to favor at least a 50 per cent reduction in the federal admissions tax.
- 10—The distributors announce, through Eric A. Johnston, MPAA president, that they are ready to resume arbitration. . . . Ben Marcus is elected president, Allied States Association, at a meeting of the board in Cincinnati. . . . Stereophonic sound is the hottest argument at the convention of the National Drive-In Association in Cincinnati.
- 17—The RKO board of directors, meeting in Atlanta, accepts the bid of Howard Hughes to buy the total assets of the company for \$23,489,478. . . . Abe Spitz, oldest exhibitor in the country, dies at the age of 100 in Providence, R. I.
- 24—Technicolor, Inc., and Technicolor Motion Picture Corporation show record production, record print output, and record profits for 1953. . . . Walter Branson is named general manager of foreign operations by RKO. . . . RKO stockholders file a suit against the sale of RKO stock to Howard Hughes.

## March, 1954

- 3—20th-Fox is going to sell away from J. Arthur Rank in England because of the stereo sound impasse. . . . The board of Allied States Association raps the stereo sound policies of both 20th-Fox and MGM, and take steps to encourage more independent production.
- 10—Will Hays, 74, one-time MPPDA leader, dies in Sullivan, Ind. . . . The House Ways and Means Committee approves a reduction in the federal admissions tax to 10 per cent.
- 17—The House of Representatives approves a cut in the admissions tax to 10 per cent. . . . The RKO stockholders' suit ends in Wilmington, Del. . . . An amended censorship bill is reported out of committee in New York State Assembly.
- 24—RKO stockholders vote to accept offer of Howard Hughes to buy all company stock. . . . Variety Clubs International is holding its annual convention in Dallas.

- 31—Senate Small Business Committee makes report on distributor practices. . . . "From Here To Eternity," William Holden, and Audrey Hepburn head list of Academy Award winners, while Walt Disney gets four Oscars.

## April, 1954

- 7—Exhibitors hail the passage of the law eliminating the federal tax on tickets of less than \$.50 and limiting levy to 10 per cent above 50 cents. . . . National Screen Service's victory in an anti-trust action against it is upheld in a higher court.
- 14—Allied States Association will foster a production plan whereby Hal R. Makelim will make 12 features annually, to be delivered one a month, without any financing by Allied. . . . Walt Disney and the American Broadcasting Company make a deal for Disney to produce 26 hour-long programs for TV. . . . Paramount sets the eastern demonstration of VistaVision at the Radio City Music Hall.
- 21—William Goldman Theatres, Philadelphia, wins court decision that punitive damages awarded in anti-trust suit are not taxable. . . . Stockholders of Decca Records vote in favor of the administration of Milton R. Rachmil, who is also president, U-I.
- 28—Paramount, in its yearly report shows a profit of \$6,779,563. . . . In an open letter to Walter Reade, Jr., president, TOA, Trueman Rembusch, Allied leader, seeks unity among exhibitors in the matter of making possible a greater number of pictures and calls distribution methods "archaic." . . . 20th-Fox and United Artists join U-I in making available prints to be used via the Pola-Lite single strip, 3-D system.

## May, 1954

- 5—Stanley Warner, in its 26-week report shows a profit, after taxes, of \$1,191,000. . . . The COMPO leadership initiates a vigorous program including a fight against juvenile delinquency, a nationwide audience best picture poll, and a method of ending the current confusion in the technical division. . . . TOA joins

- with Allied in seeking a showdown on the product situation.
- 12—20th-Fox and MGM decide to allow use of one track magnetic and optical sound with CinemaScope. . . . United Artists is honored at a Philadelphia 35th birthday dinner.
- 19—U. S. Court of Appeals sets precedent that even if theatres are in competition, distributors have no right to discriminate and conspire to give clearance to one, and that competitive bidding is not necessary if one wants clearance removed.
- 26—Colonel H. A. Cole, Allied leader, warns of an appeal to Congress unless distributors give exhibitors a chance to benefit from federal tax reduction. . . . Leonard A. Golden-son announces trip to Europe to encourage production of more pictures to help scarcity of pictures in this country.

## June, 1954

- 2—A joint committee is formed to draft new arbitration plan. . . . New York City exhibitors are hard at work to prevent the passage of a five per cent city admissions tax.
- 9—National Theatres gets court approval on its investment in Magna Theatre Corporation. . . . City Council in New York approves tax bill but fight goes on. . . . Barney Balaban, president, Paramount, calls for standards in technical division.
- 16—Herman Levy, TOA general counsel, challenges distributors to come forward and show what they are doing to help the independent exhibitor. . . . Pathe Laboratories, Inc., files a complaint regarding Technicolor with the Federal Trade Commission, and Technicolor comes back with an answer.
- 23—Allied Artists' Steve Broidy announces expansion of production to 38-40 features in the new season. . . . Mayor signs New York City admissions tax.
- 30—The shortage of product is the principle topic discussed at the TOA board meeting on the west coast. . . . Ben Marcus, National Allied head, appoints a committee to investigate Colonel Cole's charges against distributors.

## July, 1954

- 7—The Motion Picture Industry Council, west coast body and charter



# JOE PASTERNAK

*Just Completed*

**"ATHENA"**

*Now Filming*

**"HIT THE DECK"**

*Preparing*

**"LOVE ME OR LEAVE ME"**

**"WEEKEND AT LAS VEGAS"**

**"SATURDAY NIGHT IS MY DELIGHT"**

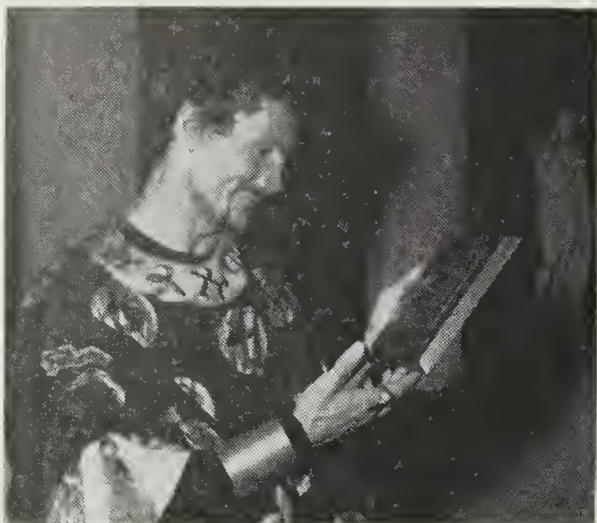
*And*

**"INTERNATIONAL REVUE"**

*Metro-Goldwyn-Mayer*



## SOME LAUREL AWARD WINNERS FOR 1953-54 POSE QUITE PRETTILY FOR THE PHOTOGRAPHER



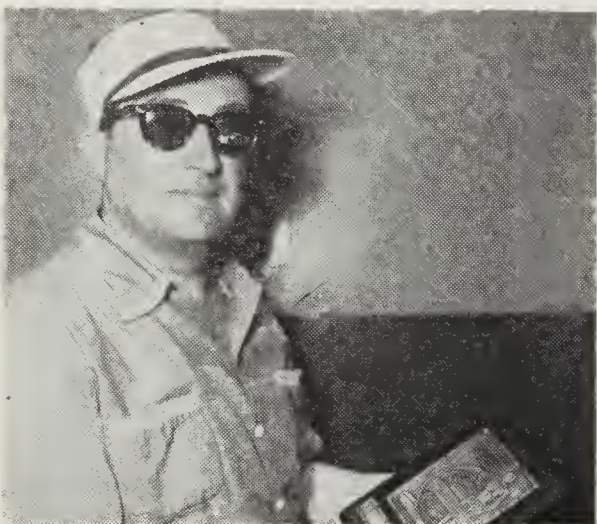
Jack Palance  
Top Character Performance



Marilyn Monroe  
Top female star



Michael Curtiz  
Top director



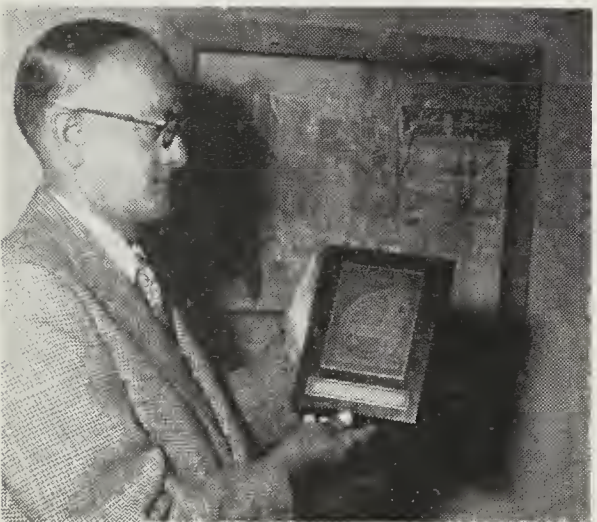
Henry Koster, 20th-Fox director  
"The Robe," Special Award



The Three Stooges, Columbia  
Best Two Reel Comedies



Billy Wilder, Paramount producer-director  
"Stalag 17," Best Comedy Drama



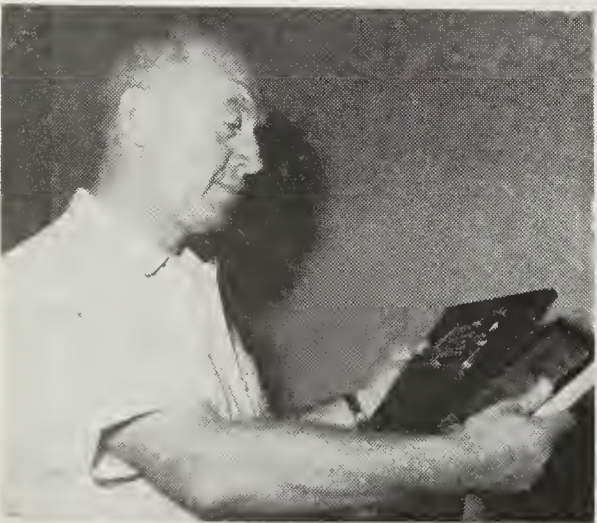
Pete Smith, MGM  
Top Novelty Shorts



Edwin H. Knopf, MGM producer  
"Lili," Best Musical



Barbara Stanwyck  
Topliner dramatic star



Otto Preminger, producer-director  
"The Moon Is Blue," Topliner Feature

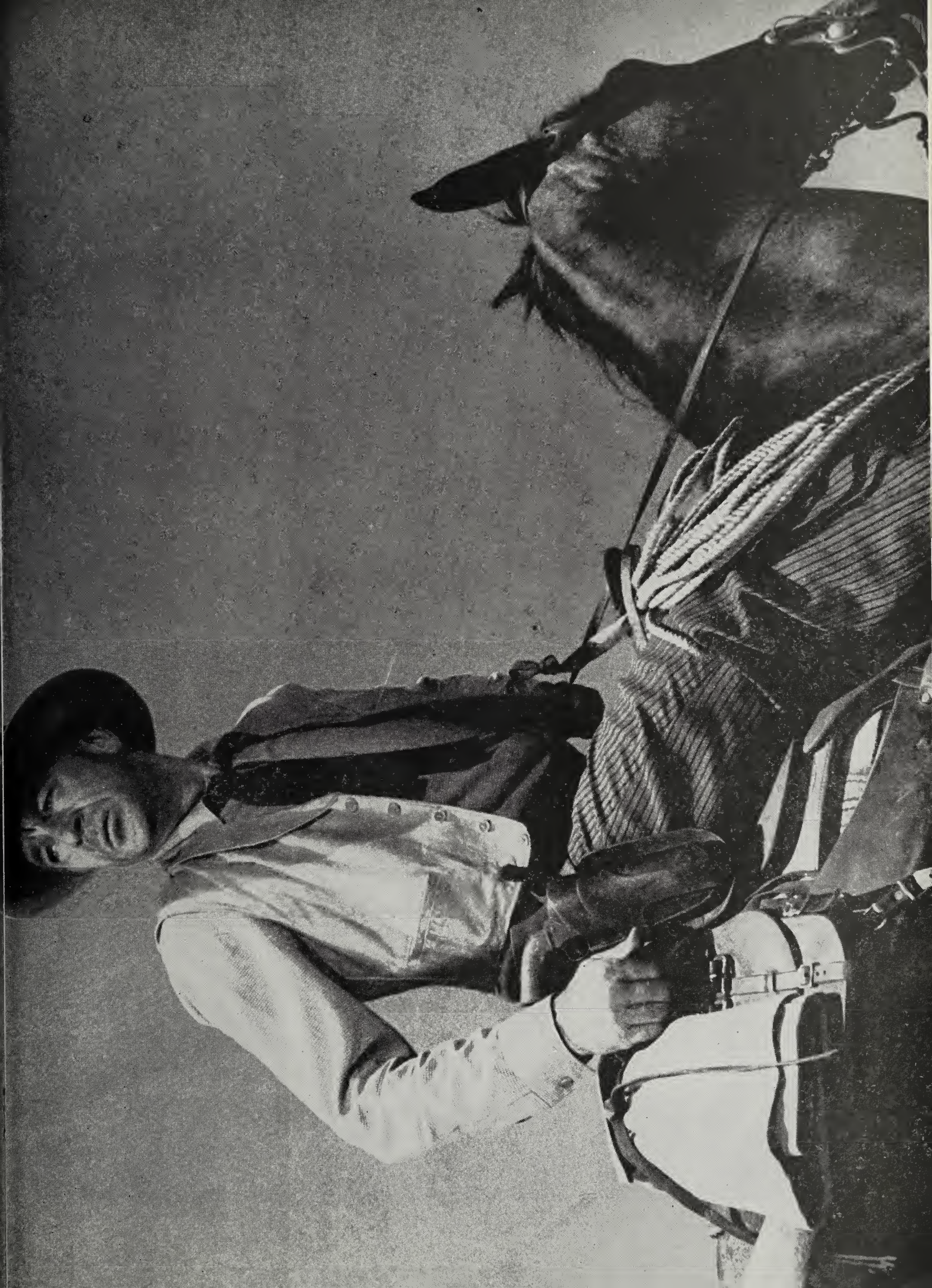


Roy Rogers and Dale Evans  
Top male and female western stars



William Holden  
Topliner star









Buddy Adler, Columbia producer  
"From Here To Eternity," Best Drama



Dean Martin and Jerry Lewis  
Best Comedians



Will Cowan (with Irving Sochin) U-I  
Best Musical Featurette

member, resigns from COMPO because of a difference in opinion on policy and progress.

14—RKO's loss hits \$3,607,967 in its annual report. . . . Ellis G. Arnal, president, SIMPP, asks if State Department approves of trade practices employed by MPEA, while Eric Johnston, MPEA president, denies subsidy charge. . . . Pathe Laboratories sues Technicolor for \$400,000 damages.

21—Abram F. Myers, National Allied general counsel, declares that exhibition may be forced to call for government regulation of the industry to end monopoly and insure fair business practices. . . . Joseph Bernhard, trade leader, dies.

28—A government report shows that theatre receipts were down 17 1/10 per cent in 1953 compared with 1948. . . . New York City exhibitors win injunction forbidding the collection of breakage that would make the admissions tax more than five per cent. . . . A district court judge rules that the Kansas motion picture censorship law is unconstitutional.

### August, 1954

4—MOTION PICTURE EXHIBITOR LAUREL AWARDS top stars are Marilyn Monroe and Gary Cooper, and the top picture is Columbia's "From Here To Eternity." . . . Leonard Goldstein, veteran producer, dies in Hollywood.

11—Ben Marcus, president, National Allied, warns that the print shortage endangers small houses. . . . United Theatre Owners of Illinois back TOA president Walter Reade, Jr., in

encouraging independent production.

18—COMPO proposes an industry insurance plan to cover all members regardless of rank. . . . Mississippi drive-in company files \$650,000 anti-trust action against 15 film companies and an exhibitor.

25—Schine contempt dismissal denied in Buffalo. . . . Walter Branson is promoted to world-wide sales manager of RKO. . . . National Allied's Committee meets with distributors to discuss exhibitor complaints. . . . New York exhibitors lose battle to include all houses under recent tax injunction.

### September, 1954

1—Thirty exhibitors form a new distribution firm, Distributors Corporation of America, headed by Fred Schwartz, Century Theatres' president. . . . RKO files three suits against Massachusetts censorship laws. . . . National Allied board forms Emergency Defense Committee to seek government intervention in disputes with distribution.

8—Loew's, Inc., separates its production-distribution from domestic theatre operations, and the new theatre company elects Joseph Vogel as president. . . . Allied Artists, Republic, and 20th-Fox announce stock dividends. . . . Allied report raps Columbia and Warners for "hostility" and "callousness."

15—Al Lichtman, 20th-Fox director of distribution, takes a stand against government regulation of the industry. . . . Harry C. Arthur, Jr., in a letter to Allied's Abram Myers, suggests industry regulation by the FTC. . . . 71 theatres sign to carry

the return heavyweight championship fight on theatre TV.

22—J. Arthur Rank announces plans to invade U. S. exhibition to provide playing time for English films. . . . President Eisenhower lauds exhibition's collection plan for Korean relief. . . . A court ruling allows all New York exhibitors to intervene as plaintiffs in the action to force repeal of the five per cent sales tax.

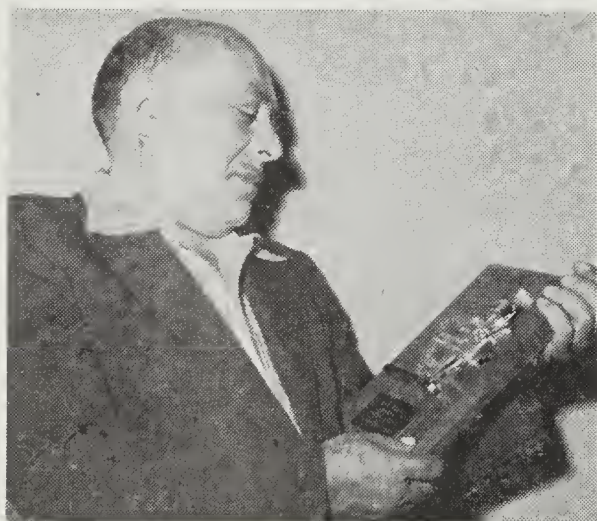
29—Philadelphia judge declares Pennsylvania censorship statute unconstitutional and predicts end of all pre-censorship. . . . TOA counsel Herman Levy blasts violation of Paramount decree. . . . Edmund Grainger, top RKO producer, announces his entry into independent production.

### October, 1954

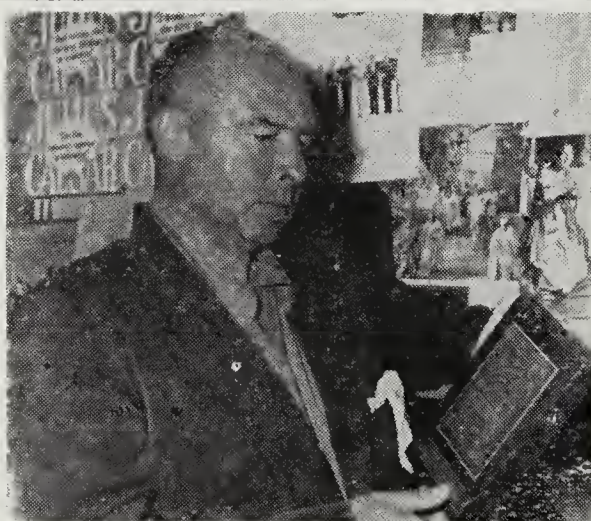
6—State Supreme Court Justice Stoddard rules that New York's amusement tax is valid. . . . Colonel William McCraw, Dallas, resigns Variety Club International executive post to accept Texas judgeship. . . . The U. S.-British film agreement is extended one year in Washington negotiations.

13—Abram F. Myers introduces bill for FTC regulation of distribution at National Allied's convention in Milwaukee. . . . Hollywood judge dismisses the Metropolitan's \$900,000 anti-trust suit against seven major distributors. . . . RKO announces that Superscope is now compatible with CinemaScope equipment.

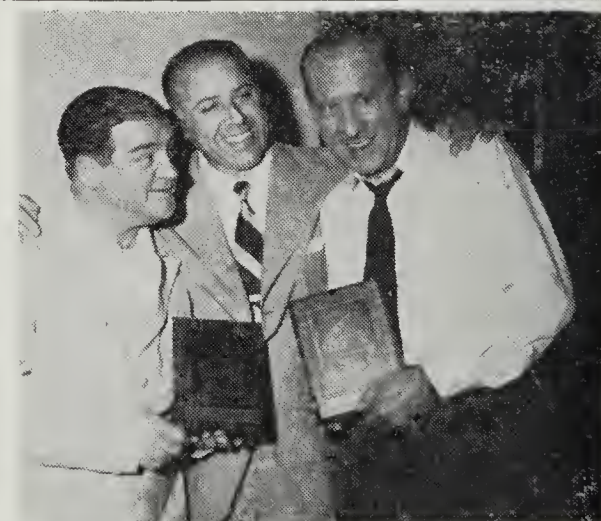
20—National Allied approves proposed bill for government regulation of the industry and declares its intention  
(Continued on page A-21)



F. Hugh Herbert, producer  
"The Moon Is Blue," Topliner Feature



John Houseman, MGM producer  
"Julius Caesar," Special Award



Abbott and Costello (with Paul Manning)  
Special Award



JOHN WAYNE  
ROBERT FELLOWS

*for* WARNER BROS.



*In release*

**"HONDO"**

WILLIAM A. WELLMAN'S

**"THE HIGH AND THE MIGHTY"**



*Completed*

WILLIAM A. WELLMAN'S

**"TRACK OF THE CAT"**



*In preparation*

**"BLOOD ALLEY"**

**"QUALITY OF MERCY"**

**"C'EST LA GUERRE"**

**"GOODBYE, MY LADY"**



# *Exhibitors:*

THE 5 YEAR LAUREL AWARD TO  
"BROKEN ARROW" WAS INDEED  
GRATIFYING.

Cordially,

*Delmer Daves*  
DIRECTOR

1954

- ★ "DEMETRIUS AND THE GLADIATORS"—20th-Fox  
DIRECTOR
- ★ "DRUMBEAT"—A Jaguar Production—for W. B.  
WRITER—PRODUCER—DIRECTOR
- ★ "WHITE FEATHER"  
SCREEN PLAY (IN COLLABORATION)





**ROY ROGERS** *"King of the Cowboys"*  
*and* **TRIGGER** *"Smartest Horse in the Movies"*

**RADIO**—NBC Network—Sponsor, Dodge Motors *Rodeos and Personal Appearances*

**TV**—NBC Network—Sponsor, Post Cereals *Little Golden Records and Bell Label*  
*A Division of General Foods* **Recording Artist**

*Merchandise Tie-ups*  
 Roy Rogers Enterprises  
 1418 N. Highland Avenue  
 Hollywood 28, Calif.

*Exclusive Management*  
 Art Rush, Inc.  
 1418 N. Highland Avenue  
 Hollywood 28, Calif.

*Public Relations*  
 A. L. Rackin  
 1418 N. Highland Avenue  
 Hollywood 28, Calif.



# WARWICK

PRODUCTIONS

## THE **BIG** INDEPENDENT

NOW IN RELEASE ALAN LADD in "**PARATROOPER**"

also starring LEO GENN • Screenplay by RICHARD MAIBAUM and FRANK NUGENT. Story by Hilary St. George Saunders, adapted from his book, "The Red Beret." Directed by TERENCE YOUNG.

NOW IN RELEASE ALAN LADD in "**HELL BELOW ZERO**"

with JOAN TETZEL • Screenplay by ALEC COPPEL and MAX TRELL. Adaptation by RICHARD MAIBAUM. Based on the novel, "The White South" by Hammond Innes. Directed by MARK ROBSON.

ALAN LADD

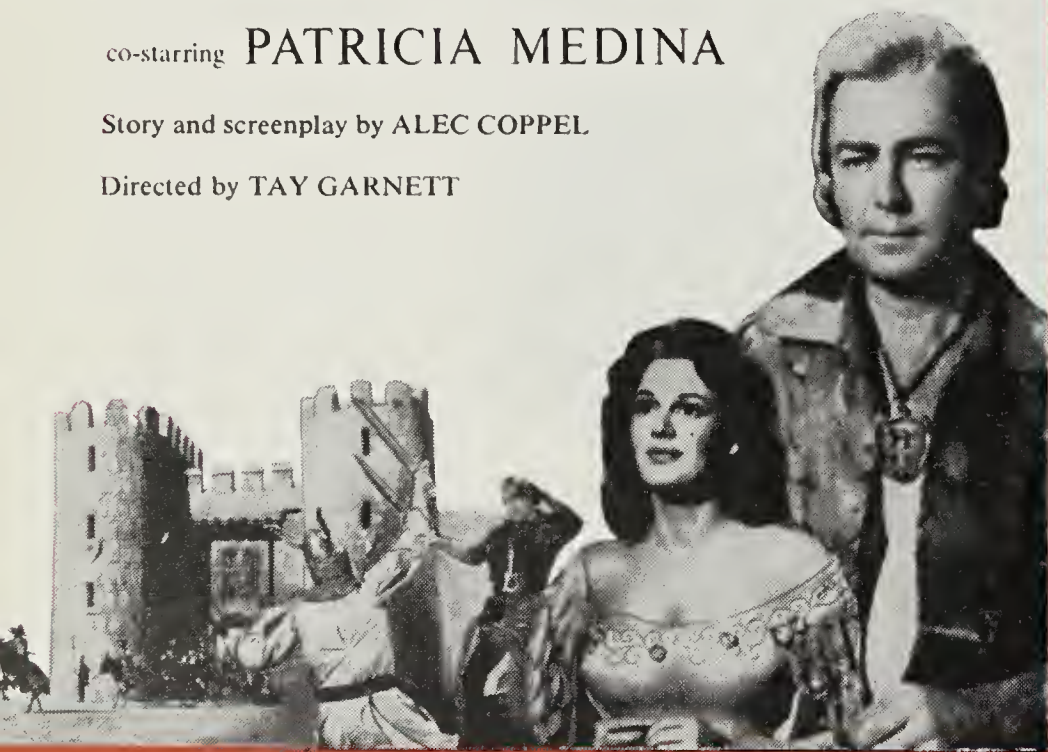
NOVEMBER RELEASE

### "**The BLACK KNIGHT**"

co-starring PATRICIA MEDINA

Story and screenplay by ALEC COPPEL

Directed by TAY GARNETT



EDITING

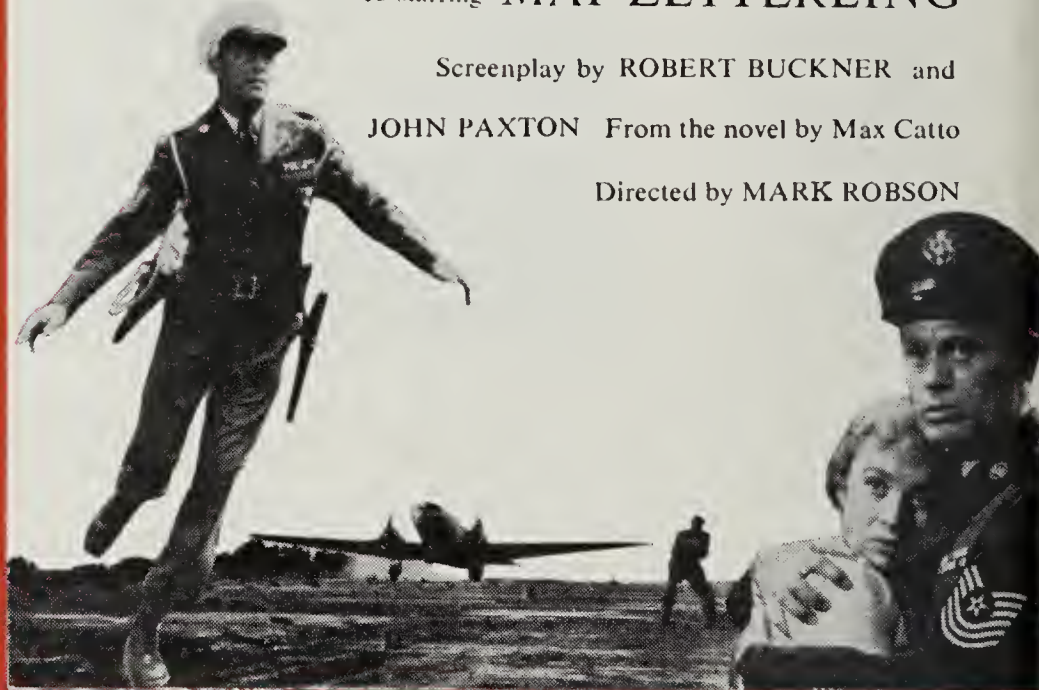
RICHARD WIDMARK

### "**PRIZE OF GOLD**"

co-starring MAI ZETTERLING

Screenplay by ROBERT BUCKNER and JOHN PAXTON From the novel by Max Catto

Directed by MARK ROBSON



### "**COCKLESHELL HEROES**"

True dramatic story of heroes in wartime. Directed by TERENCE YOUNG in **CINEMASCOPE**

### "**SAFARI**"

To be filmed on location in Africa. Original screenplay by ROBERT BUCKNER

in **CINEMASCOPE**

IRVING ALLEN/A. R. BROCCOLI, Co-producers

COLOR BY TECHNICOLOR / Released by COLUMBIA PICTURES



**The World Over...**

**EXHIBITORS STEP AHEAD**

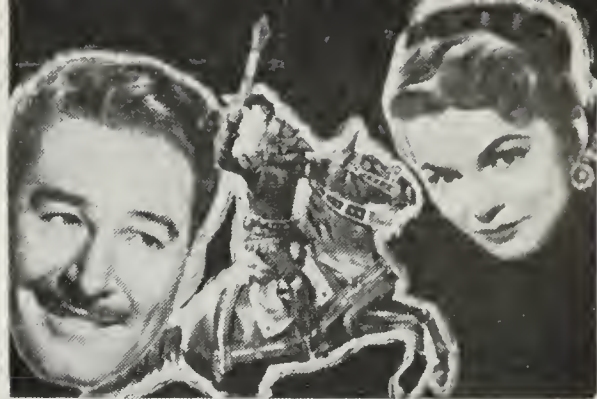
**with**

**ALLIED ARTISTS**

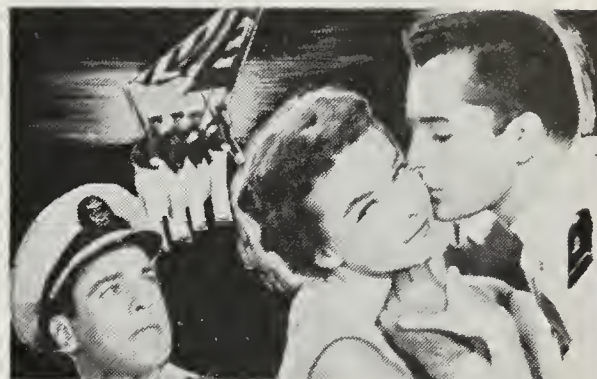


*In Lima, Ohio... or Lima, Peru... you'll find theaters playing Allied Artists pictures — and audiences enjoying them.*

*We like to think we are bringing more than entertainment to the many thousands of communities throughout the world where our pictures are shown. We like to feel that we are helping to efface the imaginary differences which often separate peoples more than physical boundaries. Motion pictures do that. Look in on any audience, anywhere, and you'll see what we mean.*



**"THE WARRIORS"**  
CINEMASCOPE



**"THE ANNAPOLIS STORY"**  
COLOR BY TECHNICOLOR



**"GOD'S ANGRY MAN"**



**"SHOTGUN"**  
COLOR BY TECHNICOLOR



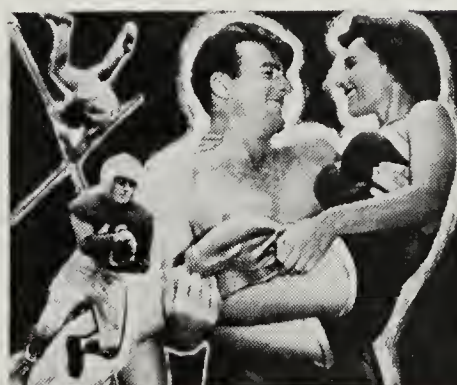
**"THE BIG COMBO"**



**"TARGET EARTH"**



**"CRY VENGEANCE"**



**"THE BOB MATHIAS STORY"**



**"TONIGHT'S THE NIGHT"**  
COLOR BY TECHNICOLOR



# HAL WALLIS PRODUCTIONS

*In Release*

DEAN MARTIN and JERRY LEWIS

in

## "3 RING CIRCUS"

Co-starring JOANNE DRU • ZSA ZSA GABOR

in VistaVision • Color by Technicolor • Directed by Joseph Pevney

*In Production*

BURT LANCASTER and ANNA MAGNANI

In Tennessee Williams'

## "THE ROSE TATTOO"

Directed by Daniel Mann



# MOULIN PRODUCTIONS

Now Shooting

"MOBY DICK"

for WARNER BROS. Release



# 3

*Profit Pictures from* **LIPPERT!**  
AVAILABLE NOW!

*Profit Picture #1*

TOO  
EAGER!  
TOO  
INNOCENT!  
and far, far  
TOO  
WILLING!

# THEY WERE SO YOUNG

...AND SO BEAUTIFUL!

SCOTT **BRADY**

JOHANNA **MATZ** • RAYMOND **BURR**

Produced and Directed by **KURT NEUMANN** who gave you "CARNIVAL STORY"  
Screenplay by Felix Luetzkendorf and Kurt Neumann  
A CORONA FILMS Production

**FILMED FOR  
WIDE SCREEN!**

*Profit Picture #2*

**FILMED FOR  
WIDE SCREEN!**

**WILD RAIDERS OF THE TROPIC SEAS!**

# The BLACK PIRATES

starring **Anthony DEXTER** • **Martha ROTH** • **Lon CHANEY** • **Robert CLARKE** • **Victor Manuel MENDOZA**  
Produced by **ROBERT L. LIPPERT, Jr.** • Directed by **ALLEN MINER** • Screenplay by **Fred Freiburger** and **Al C. Ward**  
A SALVADOR FILMS PRODUCTION

*in Duco COLOR!*

*Profit Picture #3*

*SCREAMING EXCITEMENT...*

# RICHARD CONTE IN A RACE FOR LIFE

co-starring **MARI ALDON** with **GEORGE COULOURIS** • **PETER ILLING** • **ALEC MANGO**

Executive Producer **MICHAEL CARRERAS** • Producer **MICKEY DELAMAR** • Directed by **TERENCE FISHER**  
Screenplay by **RICHARD LANDAU** • From the novel by **Jon Manchip White**  
A HAMMER PRODUCTION

**FILMED FOR WIDE SCREEN**

**BOOK 'EM NOW FROM YOUR NEAREST LIPPERT BRANCH**

ATLANTA Howco Exchange, Inc. • BOSTON Screen Guild Productions of N.E., Inc. • BUFFALO Leiser Film Distributing Co., Inc. • CHARLOTTE Screen Guild Productions of Carolinas, Inc. • CHICAGO Albert Dezel, Inc. • CINCINNATI Realart Pictures of Cincinnati • CLEVELAND Imperial Pictures, Inc. • DALLAS Herman Beiersdorf Distributing Co. • DENVER Lippert Pictures of Colorado • DES MOINES Hollywood Pictures, Inc. • DETROIT Albert Dezel Productions, Inc. • INDIANAPOLIS Safer Film Distributors, Inc. • KANSAS CITY United Film Exchange • LOS ANGELES Kranz-Levin Pictures • MEMPHIS Colonial Pictures of Tennessee • MILWAUKEE Screen Guild Productions of Wisconsin, Inc. • MINNEAPOLIS Lippert Pictures of Minnesota, Inc. • NEW ORLEANS Lippert Pictures of Louisiana • NEW YORK Favorite Pictures Exchange of N.Y., Inc. • OKLAHOMA CITY Screen Guild Productions of Oklahoma • OMAHA Hollywood Pictures, Inc. • PHILADELPHIA Screen Guild Productions of Philadelphia • PITTSBURGH Screen Guild Productions of Pittsburgh, Inc. • PORTLAND Northwest Releasing Corp. • ST. LOUIS Realart Pictures of St. Louis, Inc. • SALT LAKE CITY Lippert Pictures Exchange • SAN FRANCISCO Lippert Pictures of Northern California • SEATTLE Northwest Releasing Corp. • WASHINGTON, D. C., Lippert Pictures Exchange, Inc.



# FILMCREST

## PRODUCTIONS

*Season 1954-55*

*Produced by*

**BENEDICT E. BOGEAUS**

### "Appointment in Honduras" "Cattle Queen of Montana"

Technicolor

Technicolor

STARRING

STARRING

Glen Ford—Ann Sheridan

Barbara Stanwyck—Ronald Reagan

### "Passion"

Technicolor

STARRING

Cornel Wilde—Yvonne De Carlo

### "Escape to Burma"

Technicolor

STARRING

Barbara Stanwyck

### "Silver Lode"

STARRING

John Payne—Lizabeth Scott

Dan Duryea—Dolores Moran

*RKO-Radio Pictures*



**BEL-AIR**

*Productions*

— *In Release* —

**"Shield For Murder"**

"THE YELLOW TOMAHAWK"

"BEACHHEAD"

"WAR PAINT"

— *Just Completed* —

**"BIG HOUSE, U.S.A."**

CO-STARRING

BRODERICK  
**CRAWFORD**



RALPH  
**MEEKER**

AND INTRODUCING  
**RANDY FARR**

— *In Preparation* —

"REBEL IN THE TOWN"

"DESERT SANDS"

"THE SWAMP FOX"

*Aubrey Schenck*

*Howard W. Koch*

RELEASED THRU UNITED ARTISTS

**ROY ROWLAND**

*Directed*

"ROGUE COP"



"MANY RIVERS TO CROSS"



*Now Shooting*

**"HIT THE DECK"**



*Metro-Goldwyn-Mayer*



*Pindsley  
Parsons  
Productions, Inc.*

JOHN H. BURROWS  
Associate Producer

5746 Sunset Boulevard  
Hollywood 28, California

WATCH FOR  
"The RETURN of  
JACK SLADE"

# Mark Stevens IN "CRY VENGEANCE"

Directed by Mark Stevens • Written by Warren Douglas  
with MARTHA HYER • SKIP HOMEIER • JOAN VOHS

NOW IN PREPARATION

## "DESPERATE WOMEN"

From the Best-Selling Novel by James D. Horan

## Helen Fowler's "THE INTRUDER"

A Literary Guild and Reader's Digest Selection

## BARRY SULLIVAN

in "Massacre at Dagoon Wells"

## JOE NEWMAN

DIRECTOR

"THIS ISLAND EARTH"

— U-I —

"HUMAN JUNGLE"

— ALLIED ARTISTS —

— CURRENTLY FILMING —

"KISS OF FIRE"

— U-I —

— IN PREPARATION —

with VIC ORSATTI

for

*SABRE PRODUCTIONS*

☆ "THE HONG KONG STORY"

(To Be Filmed in Hong Kong)

☆☆ "MR. TEX" —



(Continued from page A-10)

to press for adoption by Congress if abuses are not corrected. . . . The Electric, Kansas City, wins record award of \$2,406,602 in anti-trust suit against major distributors. . . . Ellis Arnall, SIMPP president, asks FTC for permission to withdraw complaint against MPEA.

27—Charles Skouras, National Theatres president, dies on west coast. . . . TOA's Alfred Starr and National Allied's Trueman Rembusch head an exhibitors' committee fighting pay-as-you-see TV. . . . New York commissioner says that no law exists permitting censorship of exterior ads.

### November, 1954

3—Distributors' committee meets with Eric Johnston, MPAA head, in effort to spur an industry arbitration plan. . . . New York exhibitors, others, reject voluntary ad code. . . . Pat McGee, keynoting the TOA convention, calls for a merger of Allied and TOA.

10—New York exhibitors appeal the amusement tax ruling against them. . . . TOA's convention in Chicago features approval by the group of a plan to finance independent production. . . . Harry Cohn, Columbia president, announces that the company has set aside \$10,000,000 to finance independent production.

17—Missouri-Illinois theatre owners hear forecast of 125 CinemaScope films for 1955. . . . Allied Artists declares its first common stock cash dividend

## A Quick Look At January Product Discloses Real Picture Quality

NEW YORK—All of the film companies put their shoulders to the wheel and their best foot forward during 1954 in a concerted attempt to bring back to the motion picture theatres the lost patron on quality alone.

A casual glance at announced product for January, 1955, shows that Allied Artists has scheduled "The Big Combo," with Cornel Wilde, Richard Conte, and Jean Wallace; "Treasure Of The Ruby Hills," with Zachary Scott and Carole Matthews; and "Bowery To Bagdad," with the Bowery Boys; Columbia has "The Violent Men," with Glenn Ford, Barbara Stanwyck, and Edward G. Robinson, in Technicolor and CinemaScope; "The Bamboo Prison," with Robert Francis and Dianne Foster; and "Masterson Of Kansas," with George Montgomery, also in Technicolor.

Lippert releases for January are "They Were So Young," with Scott Brady, Raymond Burr, and Johanna Matz, and "The Silver Star" with Marie Windsor, Barton MacLane, Edward Buchanan, and Lon Chaney; while MGM comes through with "Bad Day At Black Rock," with Spencer Tracy, Robert Ryan, and Anne Francis, in

color and CinemaScope; and "Green Fire," with Stewart Granger, Grace Kelly, and Paul Douglas, in color and CinemaScope; and Paramount releases "The Bridges At Toko-Ri," with William Holden, Fredric March, Grace Kelly, and Mickey Rooney, in Technicolor.

RKO will have "Tarzan's Hidden Jungle," with Gordon Scott and Vera Miles, and "Underwater," with Jane Russell, Richard Egan and Gilbert Roland, in Technicolor and Superscope; United Artists has "Black Tuesday," with Edward G. Robinson and Jean Parker; "The Beachcomber," Technicolor production, with Robert Newton and Glynis Johns; and "Battle Taxi," with Sterling Hayden; U-I has "So This Is Paris," Technicolor, with Tony Curtis, Gloria De Haven, and Gene Nelson; "Destry," Technicolor, with Audie Murphy and Mari Blanchard; and "West Of Zanzibar," with Anthony Steel and Sheila Sim; and Warners has "Young At Heart," in WarnerColor, with Doris Day, Frank Sinatra, and Ethel Barrymore. Other companies have not yet announced their schedules, but theatregoers can expect the same high quality.

and withdraws from the IMPPA due to its expansion program.

24—Al Lichtman, 20th-Fox distribution head, proposes an all-industry conference to iron out trade problems.

. . . TOA independent production finance group comes into being, headed by Sam Pinanski. . . . COMPO board approves national audience poll.

*Best Wishes*

*from*

**ROMER GREY PRODUCTIONS**

*Greetings:*

**GEORGE SIDNEY**

DIRECTOR



**Current Release**

**"JUPITER'S DARLING"**

MGM

**In Preparation**

(ON LOANOUT FROM MGM)

**"MUSIC BY DUCHIN"**

A COLUMBIA PICTURE

JERRY WALD PROD.





International Alliance of Theatrical Stage Employees  
and Moving Picture Machine Operators of the  
United States and Canada

*Affiliated with the American Federation of Labor*

Representing Craftsmen Employed in Production,  
Distribution and Exhibition in the  
Entertainment Field

**RICHARD F. WALSH**  
*International President*

Suite 1900  
The Americas Building  
1270 Avenue of the Americas  
New York 20, N. Y.

**HARLAND HOLMDEN**  
*General Secretary-Treasurer*

# Paul Terry

*Producer of*

**ALL-PURPOSE TERRYTOONS**

for showing in

**ANY RATIO . . . ON ANY SCREEN**

***Mighty Mouse • Heckle and Jeckle  
and the  
Terry Bears***

COLOR BY TECHNICOLOR

Distributed by Twentieth Century-Fox Film Corporation



heartiest  
congratulations  
to  
**MOTION PICTURE**  
**EXHIBITOR**  
on their  
**36<sup>th</sup> Anniversary**

**NATIONAL**  
**THEATRE SUPPLY**

Division of National • Simplex • Bludworth, Inc.



# *Congratulations*

TO A GOOD TRADE JOURNAL

and to

JAY EMANUEL, HIS STAFF

and to

MOTION PICTURE EXHIBITOR

on the occasion of its

36th ANNIVERSARY



A. R. BOYD

# *Best Wishes*



HUNT'S THEATRES, INC.

WILDWOOD, N. J.

Compliments

of

**HARRY CHERTCOFF**

*Congratulations to*  
**MOTION PICTURE EXHIBITOR**  
*on its 36th Anniversary*



**Charles Sweets Company**

CHARLES AMSTERDAM

LEON STERN

*Congratulations on your*  
*36th Anniversary!*



Ben Amsterdam

ATLANTIC THEATRES, INC.

*Congratulations*  
*to a swell guy,*

JAY EMANUEL

and His Gang at MOTION PICTURE EXHIBITOR



**IS RAPPAPORT**

*Heartiest congratulations to the*  
*Motion Picture Exhibitor*  
*on its 36th anniversary*

Your enterprise proves you to  
be 36 years young—not old.

**MONTY SALMON**

Managing Director  
Rivoli Theatre  
Broadway, New York



## NEWS OF THE

## Territory

## BRANCHES

## Atlanta

The Harlem Drive-In, owned by Charles Tracy, has closed. . . . The State, Chattanooga, Tenn., has installed CinemaScope. . . . The Garden, operated by John Carter, is only running on weekends. . . . The Clay, Celine, Tenn., is installing CinemaScope. . . . The Waters Circuit, Birmingham, Ala., has closed the Palace, Ensley, Ala. . . . Jeannie Forrester has returned to Columbia after an extended leave of absence. . . . Jim Bolus, sales representative, Republic, said that his wife has returned home after a spell at the hospital.

The Roxy, operated by Wilby Theatres, has installed CinemaScope. . . . Seen on the Row was Nat William, Interstate Theatre, Thomasville, Ga. . . . Two new members have been added to WOMPI. They are Bernice Fricks, Howco, and Montine Anderson, National Screen Service.

Monteen Hewatt, booking department, Allied Artists Southern Exchanges, has announced her wedding. . . . The Avon, Savannah, Ga., has installed wide-screen. . . . The Tarpon, owned by Floyd Theatres, Tarpon Springs, Fla., has installed a new Walker screen.

Dave Prince, southern district manager, RKO, was back at his office after several months in the hospital with a heart attack. . . . Roscoe Gann, formerly with several exchanges, is still confined to his home on account of a heart attack.

In for a visit at MGM is Leonard Hirst, special representative of the home office. . . . MGM will hold its annual Christmas party at the office on Dec. 24. . . . Allied Artists Southern Exchanges held its annual Christmas party at the Paradise Room.

The WOMPI as one of its charity projects has made a contribution to the Georgia Association for Retarded Children. . . . Over 500 children attended a free cartoon carnival at the Van Croix, Melbourne, Fla., as guests of a local automobile dealer. Nu-Grape Bottling Company served soda pop, with doughnuts furnished by the auto dealer. Manager Jim Branch said it was the largest crowd he has ever had at a children's matinee.

After 20 years with the Georgia Theatre Company, city manager at Augusta, Ga., Pierce E. McCoy resigned. He has been replaced by James Cartledge, who has been with the company for the past two years in Macon, Ga.

## Charlotte

Burtis Bishop, division manager, MGM, Chicago, visited his mother in Winston Salem, N. C. Joe Bishop, branch manager, Kay Films, his brother, also visited with him and his mother. . . . W. H. Knott, Clay, Clayton, N. C., had an appointment



A group of Women of the Motion Picture Industry recently went on parade in New Orleans with banners and pennants afloat and headed by majorettes and band music for the distribution of Christmas Seal trailers for the Tuberculosis Association of New Orleans. They are seen at Loew's State, where Nathalie Odom, MGM, hands a trailer to assistant manager George Taylor. Other theatres visited were the Saenger, Joy, Orpheum, Tudor, Globe, Center and Panorama.

with the Governor on some local matters. . . . Paul Cockrill, salesman, Harris Theatre Sales, is back in the hospital.

Seen on the Row were Ralph Cook, Cook, Walterboro, S. C.; Arthur Martin, Star, Blacksburg, S. C.; L. B. Parker, Park Hill, Manning, S. C.; T. L. Little, Little, Camden, S. C.; George Whitley, Laur-Max Drive-In, Laurinburg, N. C.; T. K. Lee, State, Kershaw, S. C.; Theodore Albright, Ritz, New Berry, S. C.; Cary Caudell, Danca, Wallace, N. C.; B. B. Anderson, Anderson, Mullins, S. C.; Bob Wilbern, Sunset Drive-In, Buffalo, S. C.; Frank Burton, Town, Burlington, N. C.; H. M. Kilpatrick, Bessemer City, N. C.; and Lewis Whitley, Sky Vue Drive-In, Rockingham, N. C.

The old timers Film Club had its annual meeting at the Carolina Hotel, Raleigh, N. C. . . . Leo Wann, who books for the Navy, Charleston, S. C., was in lining up his bookings. . . . H. M. Kilpatrick, road show manager, was on the Row.

## Jacksonville

While attending the recent Theatre Owners convention here, Ray G. Colvin, executive director, Theatre Equipment Dealers Association, visited the home town of the newly elected president of the Florida group, Jerry Gold, at Pahokee, Fla. Colvin addressed the Lions Club there on the subject, "What the movie theatre means to your town." This was but one of a series of recent talks given by Colvin in all parts of the country under sponsorship of TEDA, who at their recent national convention adopted this plan as a part of a program to help the exhibitors to bring the lost audience back into the theatre.

Manager Bob Skaggs, Florida, was host at a midnight party and dance given for his staff. . . . Other hosts at pre-Christmas affairs for staff members and their families were T. P. Tidwell, 20th-Fox branch manager; Fred Hull, Metro branch manager; and Carroll Ogburn, Warner branch manager. . . . The annual home

office party of Florida State Theatres was planned at the Atlantic Beach Hotel in the nearby resort of Atlantic Beach.

Bob Corbit, FST advertising staff, was being transferred from here to Orlando, Fla. . . . The Ritz, Hollywood, Fla., was to reopen for the winter under manager Thomas Hagen. . . . M. C. Moore has taken over management of the Negro-patronage Ritz while continuing to operate the Lake Shore. . . . Film Row visitors included Hugh Martin, MGM Theatres, Leesburg, Fla.; Ted Chapin, Daytona, Daytona Beach, Fla.; Howard Smith, Dixie, Brooksville, Fla.; Harlow Land, Land Theatres, Mayo, Fla.; S. O. Jenkins, Sunset Drive-In, Brunswick, Ga.; and James Cartwright, FST district supervisor, Daytona Beach, Fla.

Returning home from a honeymoon were Mr. and Mrs. Wayne Spiering, Roy Smith Company. . . . R. L. Long began an annual audit of the Warner branch office books. . . . Recovering from an operation was Warner head shipper, Ernest McCulley. . . . Also recovering from surgery was Bill Fegenbush, Florida art shop. . . . Here from the Republic branch in Tampa, Fla., was manager Harold Laird. . . . Bob Ingram, Columbia division manager, Atlanta, was at the local branch with manager Paul Hargette. . . . Milt Cohen, New York, and Byron Adams, Atlanta, called at local booking offices.

## Memphis

L. J. Serrett, owner, Pastime, Hamburg, Ark., passed away at a Lake Village, Ark., hospital. . . . Jack Katz is having the U. S. Navy Volunteer Band from Millington, Tenn., on hand to play a concert in front of the Ritz in connection with "Victory At Sea."

At a luncheon meeting, the Tri-State theatre owners of Tennessee, Arkansas, and Mississippi heard M. A. Lightman, Sr., Malco Theatres, give an address. Film Transit was host at a cocktail party chuck wagon dinner and dance at Variety Club, for theatre owners. E. D. Martin, TOA president, was speaker at the final days session, and George Gaughan, former owner, Normal, now TOA field representative, also spoke. Nathan Flexer was elected president, Tri-State Theatre Owners. To assist him for the coming year are Jim Carberry, Little Rock, chairman of the board; vice-presidents Tom Ballas, Madison, Memphis; Roy L. Cochran, North Little Rock; and R. B. Cox, Eureka, Batesville, Miss.; secretary-treasurer Charles Eudy, Houston, Miss.; K. K. King, Searcy, Ark., and M. A. Lightman, Sr., reelected as representatives to the Theatre Owners of America; and Leon Rountree, Holly Springs, Miss., Mississippi representative, New board of directors comprises Travis Arnold, Malvern, Ark.; Doyle Branscom, Harrison, Ark.; Gordon Hutchins, Corning, Ark.; Nona White, Little Rock; Orris Collins, Paragould, Ark.; Bill Sockwell, North Little Rock; T. E. Williams, Clarksdale, Miss.; E. W. Clinton, Monticello, Tenn.; Earl Elkin, Aberdeen, Miss.; Ben F. Jackson, Ruleville, Miss.; Martin Mounger, Calhoun City, Miss.; R. X. Williams, Oxford, Miss.; T. M. Jourdan, Iuka, Miss.; Mrs. H. A. Fitch, Erin, Tenn.; Will Willia, Milan, Tenn.; W. E. Ruffin, Jr., Covington, Tenn.; Louise Mask,





George M. Leppert, president, newly organized, Draw Poker Films of Texas, Inc., recently attended a gathering of members of the board of directors and advisers of the new independent producing company at the New Orleans Athletic Club on the eve of his trip to Hollywood. Leppert, in toreador's cape and cap, symbolizing that the first film will be made in Spain, holds the emblem of authority which emphasizes the puissance of the company and jovially used it to cut the cards of, seated around the table, left to right, Leander Perez, Jr., Jack Auslet, Bentley Byrnes, and Oliver Livaudais. Standing are General Ray Huft, U. S. Congressman F. Edward Hebert and George Tessier, chairman of the board of directors.

Bolivar, Tenn.; J. W. Morrison, Tiptonville, Tenn.; Alton Sims and M. A. Lightman, Jr., here.

William Arnold, Jackson, Miss., has taken over the Hallmark franchise and will distribute "Karamoja" and "Half-Way To Hell" in this territory, along with his franchise for the New Orleans zone. He succeeds Card Mondor, who has been shifted by Hallmark into the Ohio territory.

## New Orleans

Doyle Maynard, owner, Don, Natchitoches, La., has purchased a half interest in the Don, Alexandria, La.

J. P. Guitreu and Irving Zeller were in to check booking with buyer and booker Russell Callen. . . . Allied Artists southern division manager James A. Prichard, Dallas, visited with manager Henry Glover and personnel.

Calling on their buyer and booker Sammy Wright, Southern Theatres Service, were Jim deNeve, Jackson, Miss., and Jack Downing, Haven, Brookhaven, Miss. . . . Seen around were Spike Rickett, Lobe, Long Beach, Miss.; Mr. and Mrs. Gilbert Romero, Lafayette, La., Booker T, Gil and McComb; Benton Roy, Mansura, La.; and F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin Theatres, Vacherie, La.

O. Gaude's Magic, Port Allen, La., is being equipped with RCA CinemaScope. Raymond Gremillion, Southern, is assisting with the installation. . . . Connie and Milton Aufdemorte are back after a vacation in Nassau in the Bahamas.

J. G. Broggi, who handled the buying and booking for the Gulf, Pensacola, Fla., advised Transway of its immediate closing. . . . J. J. Warren is the new owner of the Fern, Centerville, Miss., which he purchased from Al Randall and rechristened the Fair. . . . Locke Bolen has closed the Grovehill, Grovehill, Ala., temporarily for extensive remodeling and re-equipping.

As in previous years, Mrs. Anabel Thomas closed the Dome, Hattiesburg, Miss., during the college students' holiday vacation from Dec. 16 through Jan.

3. . . . Baton Rouge exhibitors making the rounds were Joseph Barcelona, Regina and Tivoli, and Kelly Polito, Capitol.

Ross Colletti and son, Star, Jeanerette, La., and Ernest Drake, Ideal, Ponchatoula, La., conferred with their buyer and booker, Page Baker and Andy Bevelo, Theatre Service Company. . . . Mr. and Mrs. Harold "Babe" Cohen attended the Filmmakers meeting in Chicago. Cohen represented the Atlanta, Jacksonville, Charlotte, and Memphis Howco exchanges and his own Lippert Pictures of Louisiana.

Joyce Freeling, NTS, is on her second half pleasure jaunt. . . . Drive-ins closing for the winter are Olin and Louise Evans' Moonlight, Evergreen, Ala., and Fessler and Ripp's Savoy 45, Prichard, Ala.

Al Boneno, who was in the driver's seat at Dixie Films for several months, resigned to take over a booker's position at 20th-Fox. . . . Sammy Wright, Southern Theatre Service, was on a week's trek in the territory. . . . L. J. Bruns, Apex, Lumberton, Miss., visited with his buyer and booker, Russell Callen of Associated.

Glenwood, Shreveport, Miss., after a brief closing, reopened. . . . Baker D. Newton, coowner, Rio Drive-In, Vidalia, La., advised that he has curtailed operations to weekends only with two program changes, one on Friday and the other a two day Saturday and Sunday booking.

A thug held up the Clabon cashier and escaped with a canvas bag which contained \$17.32. . . . Joy N. Houck, president, and his associates in Joy's Theatres, Inc., and the Metropolitan New Orleans Safety Council hosted the Greater New Orleans' safety patrol boys to a special screen performance at the Panorama. T. E. Willis, manager, was in charge of arrangements.

Starlet Mara Corday made a pre-Christmas visit here as Hollywood's Christmas gift to New Orleanians on behalf of U-I's "So This Is Paris," Joy. . . . R. L. Johnson, Johnson Theatre Service, says sales and installations of CinemaScope equipment are steadily increasing. He recently completed a job at the Silver City, Alexandria, La.

George M. Leppert, president, new local independent film company, Draw Poker Films of Texas, Inc., after a brief pause in the city upon his return from a visit in Pasadena, Cal., planed to the Gulf of Mexico on a hunt for a suitable fishing locality for a featurette.

Our heartfelt sympathy to Pauline Kirksey, regional trade paper contact, in the loss of her father.

Get well wishes go to Mrs. Jack Poelman, III, daughter of exchange owner F. F. Goodrow, who underwent a major operation at Baptist Hospital.

## Florida Miami

Keith Hendee, manager, Gateway, Fort Lauderdale, Fla., promoted a free kiddie show during Christmas week. . . . Flynn Stubblefield, Center, and Walton Oaker-son, Essex, Hialeah, Fla., promoted free Christmas week kiddie shows. . . . The Miracle, Coral Gables, Fla., celebrated its sixth anniversary. Both Franklin Maury, managing director, and Mel Haber, house manager, have been with the house since its opening. A 40 x 60 in the lobby announced to patrons that they would be served free coffee and cake to join in the celebration.

In Fort Lauderdale, Fla., employees of the Gateway and the North Andrews Drive-In enjoyed a Christmas party given for them by the Wometco Circuit, the parent company. . . . For "Phfft," Mel Haber, Miracle, Coral Gables, Fla., promoted a 1955 Plymouth to ride around in, appropriately tagged with picture credits, for a week before and a week during play-date. Habor promoted a 30 inch ad from Arthur Murray in conjunction with their dance step, the "Phfft Mambo," as well as a television trailer publicizing a personal appearance of Murray and his wife on a local show. Haber also had a special screening for 200 people. Following the screening, the viewers were treated to coffee and cake (promoted) and met Haber, their host, and Judy Wallace, local television personality, who plugged the picture on her show.

Recuperating from a fall down a flight of stairs was Margaret Tremblay, secretary to Richard Wolfson, Wometco executive. . . . Walter Klements, manager, Mayfair Art, secured endorsement of the Greater Miami Council of Churches for his showing of "The Holly and the Ivy," by way of a letter sent from the council office to all clergymen in the area. The art house policy has proven very successful under Klements' direction.

## North Carolina Durham

A. Fuller Sams, Jr., Statesville, N. C., who operates 19 theatres in North Carolina, is making an effort to have the world premiere of the film, "Daniel Boone," presented in the town of Boone, N. C., where he operates a house.

Cowboy star Tim Holt gave a special show for handicapped children and youngsters from orphanages in the lobby of the Grove Park Inn, Asheville, N. C., as a favor to a longtime friend, Ike Hall, owner-manager.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

Five newcomers were elected to the 11-man executive board of Tent 3, Variety Clubs. They are Herbert Gillis, Paramount branch manager; James W. McDonald, TOC general manager; Jay Goldberg, Realart and Lippert; Noah Schechter, representing the Schubert interests here; and Abe Maius. Reelected were Robert C. McNabb, 20th-Fox branch manager; Samuel J. Weiss, 20th-Fox salesman; William Onie, exhibitor; Allan S. Moritz, film representative; Attorney Saul M. Greenberg; and Harry Hartman. Herman S. Hunt and Vance Schwartz, former chief barkers, were named delegates, and Onie and Schechter, alternates, to the 1955 convention of Variety International.

Reports received here indicate that efforts will be made in the next session of the Ohio legislature to revamp the state's censorship law so it will by-pass objections of the federal and state Supreme Courts. One such proposed law would delete the word "censorship" by setting up a "board of examiners" which would issue "certificates of approval" instead of a censorship seal.

Record collection of \$24,005 on the recent third annual "Old Newspaper Boys' Day," sponsored by the Variety Club, was reported after a final audit. The money is used for work of the Variety Club Foundation for Retarded Children and the local Goodwill Industries.

Nostalgic memories were revived with the recent reopening by R. V. Dinkle of a house in Ashland, Ky., built more than 40 years ago, and closed for 20 years, during which it housed a variety of businesses. Formerly the Edsonia, it now is the Rand. . . . National Theatre Supply has completed installations of CinemaScope and stereophonic sound equipment in the Eastern, Columbus, O., J. Real Neth, owner; CinemaScope in the Temple, Middleport, O., and Meigs, Pomeroy, O., Helen Lyons, owner; the Walnut, Lawrenceburg, Ind., Lou Weddle, owner; Liberty, Lawrenceburg, Ind., I. W. Sacker, owner; and wide-screens in the Ohio University house, Athens, O., and the Colony, Gallipolis, O., Harry Wheeler, owner.

Exhibitors in were Chalmers Bach, Eaton, O.; Ray Laws, Lebanon, O.; Mr. and Mrs. R. A. Emmerick, Germantown, O.; William Queens and Jack Needham, Columbus, O.; Harold Raives and Nat Wolf, Cleveland; Carl Pfister, Troy, O.; Fred Krimm, Eoy Wells, Lloyd Hilderbrandt, William Clegg, and Moe Potasky, Dayton, O.; Harry Wheeler, Gallipolis, O.; Paul Orebaugh, New Vienna, O.; Charles Behlen, Lexington, Ky.; William B. Cain, Paintsville, Ky.; James B. Hope, Carrollton, Ky.; O. G. Roade, Loyal, Ky.; Walter B. Hannah, South Shore, Ky.; Ross Filson, Point Pleasant, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.;

"Without Pity" Bows  
Sans Censor Seal

CLEVELAND — Emanuel J. Stutz, Circle, announced last fortnight he had concluded arrangements with IFE for the first picture to play here without a censor seal since the recent Ohio State Supreme Court ruling against the censor law.

The picture selected, "Without Pity," opened at the Circle and had been four times rejected by past censors, in its entirety.

Said Stutz, "I am proud of this opportunity to demonstrate to press and public of Cleveland the fine type of motion picture entertainment that our city had previously been deprived of. As a family man, citizen, and exhibitor I have devoted the last decade to this fight against the right of single individuals to rule the cultural and intellectual life of our city, and I consider this booking of 'Without Pity' to be a celebration of a truly historic victory for all of Ohio."

Frank Mandros, Cabin Creek, W. Va.; and Harold Moore, Charleston, W. Va.

Away on business recently were Jay Goldberg, Realart and Lippert, to West Virginia points; Robert McNabb, 20th-Fox branch manager, to Dayton, O.; and Lloyd Krause, RKO branch manager, to Columbus, O. . . . Annual Christmas parties for branch staffs have been the usual enjoyable affairs. The MGM party in Hotel Metropole included a dinner, games, dancing, and a visit by Santa; the 20th-Fox party in Hotel Alms was a family affair, with dancing following the dinner; and U-I had a screening followed by supper at its Film Row quarters.

T. O. McCleaster, 20th-Fox division manager, was in. . . . Lou Korte, formerly a 20th-Fox shipper, has returned as a booker after service in the armed forces. . . . Jay Goldberg, Realart and Lippert, is spending the holidays in New York City combining business with pleasure.

Duke Clark, new UA branch manager in Dallas, is remembered here as Paramount branch manager in Columbus, O., when the company had an office there many years ago. . . . Ralph Buering, Paramount public relations department here, was in Los Angeles on business. . . . Dorothy Habel, former biller, is now booker's clerk at U-I, replacing Violet Wagner, resigned. Lillian Toetfert, formerly cashier's department, is the new biller. . . . Sympathy was extended to Harold Rullman, Columbia salesman, on the death of his mother.

## Cleveland

The Cleveland Motion Picture Exhibitors Association has set Jan. 6 as the date for its annual general meeting to elect officers. Henry Greenberger is the current organization president.

Harry Weiss is handling publicity for two United Artists' films, "Vera Cruz" in the Cleveland, Syracuse, Buffalo territories, and "Romeo and Juliet" in the Buffalo area.

Ohio Censor Asks  
Reel Fee Slash

COLUMBUS, O. — Despite opposition from members of the Ohio censor board, chief censor R. M. Eyman said he is in favor of cutting the \$3 per reel censor fee in any new censor legislation.

Eyman said that the amount of money obtained from film distributors in censor fees should be no more than necessary to cover costs of operation of the board. In the last fiscal year, the board received \$233,774 in fees. The board's budget amounted to \$48,336, leaving a surplus of \$185,438, all of which went into a fund to support the audio-visual educational program in Ohio schools.

Eyman said he had no idea where the state would get the money necessary for future operation of the audio-visual program. He hinted that the censor board should be divorced from the education department but did not say to which state department it should be attached in the future.

The chief censor said that board members told him that complaints of film distributors about the \$3 per reel fee "is just an alibi." Film men have declared that the fee is in reality a tax, assessed unlawfully. Under the Ohio Supreme Court's recent 5-2 decision, operations of the board have been declared "unlawful" and the board cannot prosecute distributors for failure to submit films for censorship and pay the fee.

Provision for lowered censor fees possibly will be included in the new legislation for a reinforced censor law asked by Governor Frank Lausche. Eyman declared that any new law would "have to be much more specific than the old law."

In the past, the Ohio board has cut out action which they thought might stir up racial or religious trouble or incite to crime. But Eyman thinks it is too difficult to pre-judge such effects. "The time to crack down on such films is when it has been plainly shown after public screening that they have caused trouble," he said.

In answer to a query about whether the board can draft a new law which will be acceptable to the Legislature and which will stand up in future court trials, Eyman said, "I wouldn't say I'm too optimistic about it. But then I'm not pessimistic, either."

The chief censor said that "it is quite clear that the law has not been declared unconstitutional nor void." He added that the policy of accepting films voluntarily submitted will be continued until the Legislature acts on the problem. The \$3 per reel fee also will remain in effect until that time.

The Cleveland Cinema Club held its annual Christmas luncheon in the Higbee Lounge immediately following a business meeting presided over by its president, Mrs. Marue Jackson. Mrs. Grace Thomas, entertainment chairman, has arranged a special program for the event. . . . Joe Rembrandt, a victim of a Thanksgiving Day automobile accident, is again in circulation on Film Row.



Newest addition to Film Row service is Edward Boger's new restaurant in the Warner Bldg. . . . Irving Field, Cortland, Cortland, O., canvassed Cortland and nearby Mecca and Johnston to line up 54 merchants on the holiday screen advertising program. They also are sponsoring a free kiddy show at the theatre on Christmas night, with door prizes for each child. Field, in addition to donating the use of the theatre, is providing the Christmas tree and a bag of candy to every child.

Ernest Sands, Warners, branch manager who underwent surgery in New York, has been dismissed from the hospital and is now convalescing with members of his family. Ernie's mother, Mrs. Kate Shneiweiss, a heart patient in the same hospital, died there.

Florence Friedman, IFE office manager and booker, resigned to take full charge of the new home she and her husband bought a month ago. Her successor is Barbara Salzman, who joined the organization recently as secretary, and she, in turn, is succeeded by Dolores Van Staveren, previously with Columbia. . . . Abe Kramer, Associated Theatres, after a week of Ohio weather, returned to his Florida winter home. . . . Now vacationing in Florida is Alfred Vermes, independent theatre owner, and his family.

The annual Associated Circuit Christmas party was held in the Hallenden Hotel with the circuit executives as hosts to all of its managers. The girls of the organization are not in on the celebration. . . . Mrs. Nat Barach, wife of the NSS branch manager, returned from a ten day pleasure trip to New York. . . . Bernard Rubin, Imperial Pictures, was in Chicago to attend a Filmmakers sales meeting.

## Detroit

"Duel In The Sun" is playing day and date showings through the city, booked by Albert Dezel through James Sharkey, Cooperative Theatres, and Jack Haynes, United Detroit Theatres. . . . A new branch office of the Van Praag Productions Company has been opened in Detroit's Dime Building. William Woodburn, former industrial film writer and producer, will be in charge. . . . MGM's ticket selling workshop, Boston, was brightened by United Detroit's Alice Gorham as a panel member representing the subsequent run side of the picture at the session.

District manager for Cinerama, Frank Upton, has been in Milwaukee and Chicago looking over the local pictures. . . . David Idzal got back from a coast trip in time to meet Mitzi Gaynor. Miss Gaynor, a former Detroit, with her husband Jack Bean, was given the home town girl treatment.

Dezel office manager Anne O'Donnell has moved across town to the west side.

Empress owner Joseph Ellul is in Florida running the Sans Souci Apartments at Fort Lauderdale. . . . Mel Donlon is operating at the Beverly. . . . Walter Conlan is managing the Globe, former manager Basil Julian having gone out of the theatre business to enter another field of endeavor.

## Indianapolis

In a recent bulletin issued by Allied Theatre Owners of Indiana the new military post clearance plan was discussed; as were how to establish a sliding scale; whether censorship is "unlawful" or not; the playing of "This Is Your Army"; and comments on Allied's bill to regulate film prices. Another bulletin covered questions for the FCC to answer in connection with Zenith's petition to grant immediate authority for toll-TV; recent sales policies of Columbia, U-I, and Warners; and a request that members cooperate with Indiana Film Transit on service.

## Pittsburgh

John McGreevey, head booker and buyer, J. P. Harris Circuit, was stricken ill on the way to Junction City, O., to bury his mother, and was rushed back home to the Mercy Hospital, where he got some good news. Surgery won't be necessary but a strict diet will.

Film Row was shocked and saddened at the sudden death of 47-year old Bob Leiber, Braddock owner. He had apparently been in perfect health only a few hours before he was stricken with a heart attack. . . . Mr. and Mrs. Jack Judd, he being manager, Columbia exchange, have booked passage on the Caronia for a South American cruise.

The entire local U-I sales force attended a three day meeting in Cleveland on the new releases soon to be presented to the trade. Branch manager Frances Gheil and salesmen Maurice Silverberg, Milt Ripp, and Pete Quiter attended.

## West Virginia Wheeling

Operators of the Capitol, Court, and Victoria have been accused of violating federal anti-trust laws by conspiring to force the Rex to close. The charges were disclosed in a suit filed on behalf of Publix Wheeling Theatre Corporation, owners, Rex, in U. S. District Court here. George Zeppos, manager, Rex, signed the legal document. Defendants are Wheeling Theatres, Inc., West Virginia Theatrical Enterprises, Inc., Victoria Amusement Company, all of Wheeling; Genessee Theatrical Enterprises, Inc., and Dipson Theatres, Inc., both of Batavia, N. Y.; Nikitas Dipson, New York; and Thomas Callas, manager, Victoria, here. According to the suit the defendants operate 42 theatres in New York, Pennsylvania, Ohio, and West Virginia. Dipson serves as general manager of the circuit. The suit charges "the defendants, together with other firms or corporations in which Dipson has a proprietary interest, have combined and conspired to monopolize the exhibition of first-run motion pictures in Wheeling, and the operation of first-run theatres in that city, and to eliminate the competition of the plaintiff . . . and to restrain interstate trade and commerce in the licensing of motion pictures for first-run exhibition." Zeppos further declares that the Dipson group is engaged in a scheme to deprive the Rex of first-run product by offering "unreasonably high prices" to the various film distributors. Zeppos' complaint further alleges that Dipson has threatened to cut off the

## Cinerama Marks First Birthday

PITTSBURGH — The first anniversary of "This Is Cinerama" at the Warner was an all day celebration featuring civic and state celebrities.

The Golden Triangle Association representing the downtown merchants honored Cinerama with a luncheon in the William Penn Hotel's Monongahela Room. Samuel Rosen, executive vice-president, Stanley Warner Corporation, received a citation from Bernard R. Kant, vice-president, Golden Triangle Association, saluting Cinerama for the business it has brought to downtown Pittsburgh. Rosen was also the guest speaker for the luncheon. These proceedings were taped and broadcast over KQV that evening.

Later that same afternoon, the Cinerama management played host to over one hundred press, radio, and TV people with a cocktail party at the theatre.

The evening performance was sponsored by the Fraternal Societies of Greater Pittsburgh which represents most of the nationality groups in the tri-state area. On hand to help in the festivities was Carnegie Tech's famous bagpipe section of the Kiltie Band.

A plaque was presented to the Stanley Warner Cinerama Corporation by Joseph H. Sudimack, president, Fraternal Societies of Greater Pittsburgh, citing Cinerama as "a force for creating a closer bond between the peoples of the world."

Stanley Warner and Cinerama executives present for the event, in addition to Rosen, were Harry M. Kalmine, vice-president, Stanley Warner; W. Stewart McDonald, vice-president and treasurer; Lester B. Isaac, director of exhibition for Cinerama; M. A. Silver, zone manager, Stanley Warner; Clifford E. Giesseman, in charge of group sales for Cinerama; and Zeb Epstein, southeastern division manager for Cinerama.

Rex's supply of product unless the Rex's owners give the Dipson circuit a 50 per cent interest in the theatre. He also complains that Dipson has repeatedly urged the Rex's owners to close the house and purchase a half-interest in the Victoria for \$42,500. He maintains "that the Court, Capitol, and Victoria" are being operated at a loss until such time as the defendants have achieved a monopoly of first-run pictures and first-run theatres in Wheeling." In conclusion, the owners of the Rex ask that the Court perpetually restrain the defendants from continuing to carry out the alleged conspiracy; that the defendants be prohibited from licensing for first-run showing in Wheeling more than three out of every four successive motion pictures released by each distributor; and that for a period of two years, the defendants be prevented from making an agreement with any motion picture distributor that would bar the Rex from showing a picture at the same time as one of the other theatres." The defendants were ordered to reply to the charges by Dec. 26. Callas was included as a defendant in the action, because Zeppos charges that since July, 1954, he has been operating the Victoria on behalf of the Dipson circuit.



## NEWS OF THE

## Territory

## Chicago

Jack Kirsch, president, Allied Theatres of Illinois, was chosen chairman, Cook County Theatre Week, for the 1955 March of Dimes. His office is now in the process of making plans for theatre lobby collections in all Cook County theatres during the week of Jan. 7 to 13, inclusive.

Danny Newman, Astor owner and head, Astor Entertainment Company, will present Moshe Kusevitsky, Cantor of Warsaw and famed tenor, in concert at the Eight Street on Jan. 2.

The Italian scooter seen in "Roman Holiday" so fascinated a local printer that he purchased it from Paramount. It is now scooting over Chicago streets delivering proofs. . . . Garath Bollon was named Badger manager, Merrill, Wis.

Fred C. Matthews, vice-president, Motiograph, Inc., and TESMA president, went to New York on business. . . . Fred E. Aufhauser, president, Projection Optics Company, Rochester, N. Y., visited during an extended vacation including Acapulca, Mexico City, and Dallas. . . . Robert Salkin, son of Richard Salkin, Jackson Park manager, received a royal welcome on his return home after an army discharge. He was in Korea for a year and seven years in army service where he earned the rank of technical sergeant. . . . Jerry Cohen, B and K manager, was assigned to the Uptown as assistant.

Francis E. Walters, 52, projectionist, at Chicago State hospital, passed on from a heart condition after a brief illness. He is survived by his son, John E. Walters, who is following in his father's footsteps as a theatre projectionist. Interment was in All Saints cemetery.

Roman Catholic priests led parishioners in taking the pledge of the Legion of Decency at all masses. Pictures judged objectionable are shunned by Catholics who make the annual promise. "It is urgently necessary that we instruct our people on this evil and urge them to do their utmost against the showing of bad films," Cardinal Stritch told his clergy in a letter. "All of us know the evil of indecent and immoral pictures."

Wendall Stead reopened the Pike, Griggsville, Ill. . . . Herb Wheeler, Stanley Warner Theatres, vacationed in Florida. . . . James Doerr and Pete Panagos, Alliance Amusement Company, went to Washington to hold a conference with Midstates Theatre managers.

An excellent audience response to "Phffft," written on cards is being displayed on a large ornamented board in front of McVickers. . . . Gordon Haloran, 20th-Fox manager, St. Louis,

addressed the Mattoon, Ill., Kiwanis Club on CinemaScope.

Mori Krushen, UA exploitation manager, was in to confer with midwest circuit executives on promotion plans for regional openings of "Vera Cruz" and "Romeo and Juliet."

## Dallas

Dr. Walter Kerr, national Methodist figure and pastor, gave Tyler, Tex., a real thrill by having the world premiere of "Day Of Triumph" in his home town. Dr. Kerr served as the theological technical advisor to the James K. Friedrich filming of the biblical drama.

The following were elected to the crew of Variety Club of Dallas, Tent 17, Wendall Way, chief barker; Charles E. Darden, first assistant; Don C. Douglas, second assistant; Meyer Rachofsky, dough guy; Joe Caffo, property master; and Albert H. Reynolds and Don C. Douglas, delegates.

The most costly thing in the motion picture industry these days is the money not being spent to properly advertise movies at the local level, declared showman Kroger Babb in a recent talk here with the staff of Howard Schwartz' Tower Picture Company, local Hallmark distributors. Schwartz reports his organization carried out campaigns recommended by Babb on "Karamoja" and "Half-Way To Hell" in Amarillo and Lubbock, Tex., as tests.

## Denver

Special canned goods matinees were held at three Albuquerque, N. M., theatres with patrons gaining admittance by donating goods for Junior Chamber of Commerce Christmas baskets. The theatres were El Rey, Coronado, and Ernie Pyle.

Purchase of the Ernie Pyle, Albuquerque, N. M., by Dollison Theatres was announced. House was formerly owned by Marlin Butler and R. E. Morley. The house will be remodelled and CinemaScope installed. Lester R. Donaldson will manage and George Valdez will be assistant until a permanent manager is named.

Jack Engerman, president, Northwest Releasing Corporation, Seattle-Portland, arrived to take over Denver and Salt Lake City zone supervision of distribution for Hallmark Productions, Inc. Matt Freed, Hallmark's Hollywood offices is here to supervise the transfer of prints and records necessary in effecting the deal. Hallmark was formerly represented by Robert Patrick, who resigned.

Variety Tent 37 will hold open house at the Cosmopolitan Hotel on Dec. 31 from 9 p.m. to 2 a.m. All Variety members and their friends are invited. . . . Mike Lee, formerly on Film Row here, district manager, United Artists, headquartering in Kansas City, was in with one of his branch managers, Joe Imhoff, Milwaukee, for the purpose of calling on Frank H. Rickertson, Jr., president, Fox Inter-Mountain Theatres,

who will also have the Fox houses in Wisconsin.

Evelyn Benson, bookkeeper, Denver Shipping and Inspection Bureau, represented the bureau at the Chicago convention of National Film Service. . . . Al Kolitz, RKO district manager, and Bill Hobson, branch manager, went to Los Angeles to attend a company sales meeting. . . . H. Neal East, assistant western division manager, was in for a sales meeting at the Paramount exchange, attended by Jim Ricketts, branch manager; John Vos, John Thomas, and William Peregrin, salesmen, and Louis Kolocheski, head booker.

Harold Cunyas is again closing his theatres for the Christmas holidays, from Dec. 18 to Jan. 2. . . . Harold Wirthwein, Allied Artists district manager, was in for conferences with Jack Felix, and the two called on circuit film buyers.

Gene Gerbase, branch manager, Republic, and Mrs. Gerbase are again spending their Christmas in Albuquerque, N. M. . . . The Paramount exchange celebrated the holidays by a dinner-dance at the American Legion. . . . Eight hundred orphans were entertained at a morning showing of "Prince Valiant" at the Centre, with the Rotary Club and Fox Inter-Mountain Theatres being hosts.

Carl Ibold, father of Walter and Gus Ibold, owners, Comet, died here. . . . Seen on Film Row were Cliff Mann, Rangeley, Colo.; Sam Rosenthal, Buffalo, Wyo.; Frank Aydelotte, Fort Collins, Colo.; Glen Wittstruck, Meeker, Colo.; Fred Hall, Akron, Colo.; Neil Beezley, Burlington, Colo.; Marlin Butler, Albuquerque, N. M.; Jim Peterson, Littleton, Colo.; Bernard Newman, Walsh, Colo.; Carlin Smith and N. O. Reed, Glenrock, Wyo.

## Des Moines

A preview of 20th-Fox's "There's No Business Like Show Business" highlighted a round of activities honoring the press, TV, and radio of this city, sponsored by the local Variety Club. Some 75 press and broadcasting and telecasting representatives were feted at a special luncheon in the Standard Club, following which the guests witnessed the film in the screening room of 20th-Fox.

The following were elected to the crew of Variety Club of Des Moines, Tent 15, Frank Rubel, chief barker; Bill Feld, first assistant; Charles Iles, second assistant; Lou Levy, dough guy; and Don West, property master.

The following were elected to the crew of Variety Club of Grand Rapids, Tent 27, Martin Giamo, chief barker; William H. Freck, first assistant; Phil Osterhouse, second assistant; Joe Busic, dough guy; and Clive R. Waxman, property master. Delegates are Giamo and Osterhouse, and international canvassman is Fred J. Barr, Jr.

Frank D. Rubel, Central States Theatre Corporation, was elected as chief



barker, Des Moines Variety Club, succeeding Byron Shapiro. Other officers named include William Feld, Realart, first assistant; Charles Iles, Iowa Film Delivery, second assistant; Lou Levy, U-I manager, dough guy; and Don West, West Agency, property master. New crew members named included Ed Utay, William DeFrenne, Don Conley, Ralph Olson, Robert Sandler, and Dave Gold. The new officers will take over on Jan. 1.

Everett Olhausen, manager, Sutherland, Sutherland, Iowa, announced the house has curtailed its operations to four nights a week because of lack of patronage. . . . J. E. Montgomery, formerly of Corydon, purchased the Eldon, Eldon, Iowa.

## Kansas City

Lester Zucker, district manager, U-I, and Foster Blake, western division sales manager, will conduct a district meeting at the Hotel Muehlebach. Managers and salesmen from Salt Lake City, Denver, Omaha, Des Moines, and Kansas City will attend.

Marvin Goldfarb, district manager, Buena Vista, was in town for Jack Frost's funeral, and to take care of immediate business matters. . . . Ray Copeland, branch manager, Allied Artists, who has been on vacation and sick leave, returned to his desk and found the remodeling and redecorating of the office complete.

Woody Sherill, MGM city salesman, has resigned his position to sell for the Gerness Garment Company. A dinner is being planned in his honor by Film Row personnel. . . . E. D. Van Duyne, RCA service manager, spent a week at the home office in Camden, New Jersey, attending a week's conference for managers.

George Schur, in charge of exchange operation, Paramount, and Marty Schank, auditing department, were visitors at the local exchange. . . . Visitors were Mr. and Mrs. Dale Danielson, Russell, Kans.; J. Leo Hayob, Marshall, Mo.; Bill Bradfield, Carthage, Mo.; Glen Jones, Gravois Mills, Mo.; and Cleand Bratton, Council Grove, Kans.

Jeff Livingston, eastern advertising manager, U-I, was in to outline the company's promotional plans at the district manager's meeting presided over by Foster M. Blake, western sales manager, which is being attended by district manager Lester Zucker and branch managers and salesmen from the Kansas City, Denver, Des Moines, Omaha, and Salt Lake City branches.

## Los Angeles

Ann Snyder, Columbia bookkeeper, underwent facial surgery following an automobile accident. . . . Back from a business trip to Denver and Salt Lake City was Bob Benton, Sero Enterprises. . . . Friends and fellow workers of Jack Dowd welcomed him back to his desk after an appendectomy.

Plans for the construction of three more drive-ins in the southland area are



Helping to promote the west coast premiere of Paramount's "The Country Girl" at the SW Warner, Beverly Hills, Cal., recently were producer William Perlberg, right, and director George Seaton, with Joan Taylor, who is participating in various stunts for the opening, a benefit for the U. S. Olympic Fund. The east coast premiere at the Criterion, New York City, also was for the benefit of the same cause.

being drawn up by Sterling Theatres, the John Danz organization, which headquarters in Seattle. Sterling, which currently operates the Hastings and La-Mirada ozoners here with Matt Appleman as manager, is blue-printing new open air houses in West Covina and two other sites not as yet announced.

Variety Club, Tent 25, elected Ezra Stern, well known Film Row attorney, as the new chief barker. . . . Harold Wirthwein, western division sales manager, Allied Artists, returned from a swing through the northwest territory. . . . Paul Schreiber has joined Sam Nathanson's Gibraltar Motion Picture Distributors as legal counsel.

"Bunny" Lustig, former exhibitor from Pasadena, Cal., visited the Row after having just returned from an extended tour of the Mediterranean countries. . . . Norman H. Moray, Warners shorts subjects general sales manager, planed in from the east for a series of business conferences with studio and exchange heads. . . . In town to buy and book were Hugh McKee, Montrose, Cal.; Joe Markowitz, Encinitas, Cal.; and Henry Slater, San Diego, Cal.

## Minneapolis

Projectionists in both independent and circuit theatres, members of IATSE Local 219, and operators of the houses are deadlocked on wage issues after expiration of contracts covering the past three years. The union is asking for a 30 per cent increase spread through a three-year contract. The theatre operators are countering the union demand with an offer which embodies a 25 per cent across-the-board cut and a one-man drive-in booth. The contract between the union and the independent houses expired Nov. 30. Contracts between the union and RKO Theatres and Minnesota Amusement Company expired Dec. 5. Talk of the possibility of a strike, possibly early in January, increased after union negotiations filed strike notices and asked assistance from both federal and state labor conciliators. A

strike against the theatres would be the first of its kind here in about 30 years.

Lee Campbell is the new booker, U-I. . . . Recent out-of-town exhibitors on the Row were David Deutch, Virginia, Minn.; Mel Edelstein, Hibbing, Minn.; Lawrence Wiesner, Cannon Falls, Minn.; and Ray Blakeslee, Medford, Minn. . . . Southern Minnesota Exhibitors Association had its dinner and Christmas party at the Nicollet Hotel.

Yvonne DeCarlo was in town for personal appearances in connection with the northeast premiere of "Tonight's the Night," Radio City. . . . Al O. Bondy, national representative for General Electric films, was in to call on bookers and Mrs. Dorothy Wilk, office manager, North Star Pictures, the local distributor. . . . Businessmen at Lakefield, Minn., entertained 800 youngsters at a free show at the Lyric, Lakefield.

Edward Knaus and Stanley Troast, who are building a new theatre at Aurora, Minn., are offering a year's pass to the person who suggests a name for the new house. . . . Bill Farrell has purchased the Rex, Scranton, Iowa, from the local bank. . . . Jim Nelson has been named manager, Genoa, Genoa, Wis. . . . The Roxy, Maddock, N. D., reopened.

## Oklahoma City

Five members of the Women of the Motion Picture Industry club of Dallas arrived via American Airlines in time for a luncheon at the Oklahoma Club to tell about 35 girls from the local Film Row about the advantages of having a club in the city. The luncheon was arranged by Mrs. Lois McCaglin, secretary to Henry Griffing, Video Independent Theatres, with the assistance of Reggie Pappas, secretary to C. H. "Buck" Weaver, Paramount, at the suggestion of Miss Verlin Osborne, WOMPI national president. Besides Miss Osborne, the delegation from Dallas included Mrs. Maxine Adams, president, Dallas club; Mrs. Grace Folsom, national chairman of extension; Mrs. Lorena Cullimore, Dallas vice-president; and Mrs. Flo Gann, who is serving on the national publicity committee. Miss Pappas and Mary Connally from National Screen Service were elected co-chairmen of the local group to head the organization until such time as officers are elected and a charter date set.

The Warner has been closed during December. . . . R. V. McGinnis has sold the Cove, Tulsa, Okla., to H. N. Carter and E. A. Howard. Pat Severio is the new manager.

The Harbor has closed for the pre-Christmas period, a situation brought about by a combination of a shortage of good pictures and a seasonal slump in boxoffice receipts. The Harbor will reopen Christmas Day. Shows for the children were brought about by the Oklahoma City Downtown Association to solve one of the Christmas shoppers biggest worries, where to park the kids while making the rounds of stores. They have rented the Haber Dec. 18-24 and will run it as a downtown nursery. Mothers will



be able to leave their youngsters without charge between 10:00 A.M. and 8:30 P.M. while they go about their shopping chores.

Out-of-town exhibitors in were Glenn L. Dalton, Rex, Yale, Okla.; Joel Johnson, Tower, Cement, Okla.; Jess Cooper, Lyric, Chelsea, Okla.; E. M. Freiburger, Dewey, Dewey, Okla.; Gerald Bullard, Star, Morris, Okla.; Frank Nordean, Arcadia, Maud, Okla.; Bill Slepka, Crystal and Jewel, Okemah, Okla.; L. E. Brewer, Royal and Folly, Pauls Valley, Okla.; Jack Pierce, Time, Palace and Meadow Drive-In, Stigler, Okla.; and B. J. McKenna, Oklahoma, Norman, Okla.

## Omaha

The Variety Club Christmas party was held at the Birchwood Club. J. Robert Hoff was re-elected chief barker, Tent 16; Max Rosenblatt, first assistant; and Don Hammond, second assistant. Other officers are Hank McGrath, dough guy; Walter Creal, property master; and Gene Rich, Pat Halloran, Bill Barker, J. H. Jacobs, Lyle DeMoss, and Ross Lorello, directors.

Norma Jane Craig, Paramount contract department, was honored at a party by her mother and Kathleen Fleissner for her upcoming marriage to Dale A. Mountain. . . . The American Legion Club was the scene of Christmas parties for RKO and MGM. Paramount held its party at Knott's Restaurant, Council Bluffs. . . . Latest engagement on Film Row is that of Delores Holzkamp, RKO secretary, to Dan Adam.

Ruth Moberg, ex-United Artists cashier, has left the Film Transport firm to return to UA, filling the vacancy left by the resignation of the present cashier, Eleanor Naylor. Reta Perin was named stenographer to replace Donna Gray, now secretary to branch manager Don McLucas. . . . RKO office manager Joe Weiss has a new booker's secretary, Reta Miller, who succeeded Betty Kavan.

Fred Fejfar, MGM salesman, and Bill Heath, Republic salesman, got a touch of winter driving when they hit snow and ice in the northern territory. . . . The Campbell Chamber of Commerce guaranteed to underwrite the theatre there when it was scheduled to be shuttered.

Exhibitors in town last week were Lee Bainbridge, Kingsley, Iowa; Everett Finley, Sloane, Iowa; Ben Juracek, Cedar Rapids, Neb.; and Jim Burrus, Crete, Neb. . . . Don McLucas, United Artists branch manager, is in Phoenix, Ariz. . . . Cal Bard, Jr., UA salesman, still is in St. Joseph hospital for treatment of a badly injured knee. He was hurt in a car smashup near Wahoo, Neb.

## Portland

After a week of reissues and hold-overs theatres here open Christmas Eve and Christmas Day with big pictures. Fox opens with "There's No Business Like Show Business." Manager Oscar Nyberg will attempt a special telephone interview with Johnnie Ray, who will be at the premiere of the same film at the Roxy, New York. Arrangements are being made, and if the deal goes through,

Johnnie's mother and father, who live on a ranch near Portland, will be in the audience.

A campaign to push Myerberg's "Hansel and Gretel" has been occupying much of J. J. Parker publicity and advertising director Herb Royster's time. One item is a tie-up with the National Biscuit Company with displays and posters advertising a new packaged "Hansel and Gretel" cookie and the fact the picture is at the United Artists installed in leading stores. The film was previewed for educators of the Portland public school system and for the press.

Exploiters in town included Allen Weider, working on "Deep in My Heart." . . . Ty Corrill, operator, Broadway, Estacada, Ore., has taken a leave of absence due to illness. Booking and buying during his absence will be handled by the Jim Clark Theatre Service.

Dick Lange, RKO-Radio branch manager, returned from Hollywood after a three-day conference at the studio. . . . At Universal-International, Ed Bramwell reports that Ernie Piro, Arcie Holt, and Dale Wilkins flew to San Francisco for a two-day regional Mrs. J. J. Parker, was in Pendleton, Ore. on business. . . . Mr. and Mrs. Marvin Fox made a pre-Christmas trip to Bellingham, Ore., to visit with their family. . . . Will J. Conner was in Portland on a routine business trip Friday. . . . The Century has been closed for remodeling, Frank Breall reports.

## St. Louis

Funeral services were held for George Paul Byer, 61, one-time operator, Park, who died of heart disease at Alexian Brothers Hospital. He is survived by two sons and five daughters.

In East St. Louis, Ill., a man who gave his name as Robert Stallings was arrested by city detectives after an attempted holdup of the Esquire. Officers said that Stallings admitted the attempted holdup. He told them he fled because he thought the cashier had pushed an alarm button.

In Morrison, Mo., the M. W. A. will be closed for an indefinite period beginning on Jan. 1, 1955. . . . Out-of-town theatre owners seen along Film Row included Harry Blount, Potosi, Mo.; Eddie Clark, Metropolis, Ill.; Otto Ingwersen, Montgomery City, Mo.; Dick Fisher, Houston and Willow Springs, Mo.; Russell Armentrout, Louisiana, Mo.; and Judge Frank X. Reller, Wentzville, Mo.

In Golconda, Ill., the Ohio, which has been closed since Dec. 5, will be dark for an indefinite period. It has been under the management of W. L. Davis for several years.

In New Haven, Mo., the Walt, which was closed on Dec. 8 for the Christmas holiday season, is to be reopened early in January. The theatre is owned and managed by W. J. Buckholtz, who has had the theatre for many years.

Harry Arthur, vice-president and general manager, Fanchon and Marco, Inc., is on the west coast. . . . Charley Goldman, exhibitor, is back home after a Florida vacation. . . . Sol Hankin,

veteran film salesman, theatre manager, and former states right exchange owner and manager, retired for several years, is a patient at the Jewish Hospital after suffering a stroke.

Hall Walsh, Southern Prairie district manager, Warners, was in Kansas City. . . . Mrs. Frances Murphy, Warners booker, is back on the job after her recent illness.

Mr. and Mrs. "Jeff" Jefferis, Piedmont, Mo., president, Mid Central Allied Independent Theatre Owners, was here to confer with Paul Stehman, Winchester, Ill., and Mr. and Mrs. Hugh Graham, owners, LaCosa, on plans for the big Second Annual National Allied Drive-In Theatre Association Convention to be staged at the Chase Hotel on Feb. 8, 9, and 10.

In Quincy, Ill., an amendment to a complaint against Perry Hoeffler and John P. Hoeffler has been filed in the Adams County Circuit Court by Donald C. McConnell, individually, and as executor of the estate of his mother, Mayme H. McConnell. The original complaint demanded an accounting from John Hoeffler, partner with McConnell in the operation of the Orpheum, which subsequently was closed when the employees reportedly refused to work because of alleged non-payment of their wages. The amended petition asks that the partnership be dissolved and for a partition of the real estate it holds.

In Mattoon, Ill., all three theatres operated by the Frisina Amusement Company, Springfield, Ill., are now equipped for the exhibition of CinemaScope, the Mattoon, Time, and Clarke.

In Red Bud, Ill., extensive alterations have been completed at the Red Bud by Clayton T. Dusenberre, to equip the house for the exhibition of CinemaScope and VistaVision.

In Augusta, Ill., Mr. and Mrs. Rex H. Van Horn have installed CinemaScope equipment in their Cozy.

The Missouri, 3558-seat deluxe first-run house, has been closed indefinitely by the Fanchon and Marco-St. Louis Amusement Company Circuit because of a shortage of available product, Edward B. Arthur, general manager, Fanchon and Marco, announced. Arthur said that it will be made available on a rental basis to organizations and groups for meetings and programs and to touring attractions.

Jim Castle, Paramount advertising and publicity chief, has been in Los Angeles for a company business conference.

Film salesmen will be off the highways for the two-week period opening Dec. 20, as is the custom during the Christmas holidays. The three Paramount salesmen, Wayne Stephenson, Bill Sharpe, and Jack Martin will take their vacations during the off season. . . . Arthur Lange, Paramount auditor, is here for a routine check-up.

Traffic offenders appearing in University City, Mo.'s City Court get a half-hour motion picture show thrown



in, for free. Everybody seems to like the idea, it has been stated. The movie is a short one on safe driving of automobiles and is shown by Police Lieutenant Edward Gavin and Richard V. Brown, assistant to the city manager.

Out-of-town exhibitors seen along Film Row included Bernard Temborious, Breese, Ill.; Charley Beninati, Carlyle, Ill.; W. F. Swift, Virden, Ill.; Frank Plumlee, Farmington, Mo.; Bill Williams, Union, Mo.; Joe Goldfarb, Alton, Ill.; and Tom Bloomer, Belleville, Ill.

Bud Edele, United Artists manager, was in Memphis, Tenn., for the annual meeting of the Motion Picture Theatre Owners of Arkansas, Mississippi, and Tennessee.

Myra Stroud, managing secretary, Missouri-Illinois Theatre Owners, and Roy Muehlemann, manager, Missouri Theatre Auditorium, attending a meeting of Red Cross committee to perfect plans for the 1955 fund raising campaign of the Red Cross.

## Salt Lake City

Election of Variety Club, Tent 38, was held for the new 1955 crew. Elected were Richard Stafford, chief barker; K. O. Lloyd, first assistant; Charles L. Walker, second assistant; Howard Pearson, property master; Ed Montague, dough guy; and canvassmen Russ Dauterman, James Griffin, Robert Braby, George Engar, Matt Knighton, and Alvin Knox.

In Helena, Mont., Helena Jaycees sponsored the showing of "Top Banana" and a progressive auction at the Marlow for the benefit of their annual Christmas shopping tour for children. Robert H. Moss, Jr., was the auctioneer. Proceeds from the benefit will be distributed among the children of Helena's two children's orphanages.

## San Antonio

Joseph Wolfe, manager, San Pedro Drive-In, has returned from a trip made to Minneapolis. . . . Henry Bergman, manager, State, has started a parakeet night. Each Monday, 20 of the talking birds are given away to patrons as prizes. . . . Robert Bixler, Paramount exploitation man, Dallas, was in and called on the local Interstate Theatre Circuit office. . . . G. A. Lucchese, president, Zaragoza Amusement Company, operators of a group of Spanish language theatres here, has returned from a vacation tour made in Europe.

Karen Sharpe, Hollywood starlet, was here on a visit spending the holidays with her parents. . . . Johnny Dennis and Walter R. Tinney, projectionists, were on the sick list. . . . Mori Krushen, United Artists exploitation director, New York, was in calling on local Interstate Theatre Circuit officials. . . . Ruben Calderon, secretary-treasurer, Azteca Films, Los Angeles, was in to confer with Jewell Truex, manager of the local office.

Herbert L. Mills, projectionist, Texas, has stated that he is getting marked results with his patent that warns whenever there is any trouble in the film

takeup in the projector. . . . Mrs. M. Wolfe, manager, Arts, will have a special Christmas week show featuring four George K. Arthur short films and 10 UPA cartoons. . . . In town to confer with local exhibitors was Leroy Bickle, MGM branch manager, Dallas, and his salesman, Walter Penn. . . . The Sunset, operated by G. W. Wooten, has inaugurated a family night each Thursday. The entire family is admitted for 50 cents.

Among the out-of-town exhibitors in to book were Jose Carabaza, manager-owner, Carabaza Film Exchange, Laredo, Tex.; Dave J. Young, Sr., Mexico and Fiesta Drive-In, Brownsville, Tex.; Enrique Flores, Rio, Mission, Tex.; Manuel Solis, Rancho Drive-In, Alice, Tex.; Frank Trevino, Ideal, Pearsall, Tex.; Gustavo Lavenant, Haydee, Dilley, Tex.; Faustino Vallego, Progreso, Valentine, Tex.; Francisco Irlas, Gloria, Big Wells, Tex.; and Ignacio Luna, Crystal City, Tex. . . . Julius Sadowosky, Waeltex, Waelder, Tex., has announced plans for the reopening to be held in the near future.

Milton Lindner, National Screen Service salesman, Dallas, was in calling on local exhibitors. . . . Frank Fletcher, Ritz, Houston, Tex., was in buying and booking. . . . Mr. and Mrs. Paul Humphries were in for a brief visit from Dallas.

Interstate Theatre Circuit has announced a new plan throughout the state through which the circuit will offer discount savings to their patrons. Theatre ticket books of admission coupons will be issued in denominations of \$1, \$3, \$5, \$7.50, and \$10. The \$1 book, intended especially for children, will have a coupon for a free bag of popcorn.

Todd Haney, formerly with the Griffith Circuit and Jefferson Amusement Company, has joined Fain Theatres as city manager, Woodville, Tex., and will also be in charge of promotion, according to J. Wood Fain, owner.

Twentieth Century-Fox Film Corporation has purchased a quarter of a block in Houston, Tex., for a reported sum of \$42,000. At present there are two duplexes on the site and they will make way for a development. . . . H. H. Taylor, operator, Fox, Waco, Tex., reported to police that burglars hid in the Fox after a Saturday night showing, tried to enter the concession stand, but failed in the attempt. . . . Milton L. DuBose, Majestic, Cotulla, Tex., has been elected to the board of the Cotulla Chamber of Commerce. . . . Bill Starr has been named manager, Uptown, Victoria, Tex., operated by the Frels Theatre Circuit.

## San Francisco

The Film Colony Club of San Francisco has expanded its charitable activities with a recent Christmas card sale which found wide acceptance in the local industry. Paula Grubstick was chairman of the holiday season drive which had the FCC membership canvassing the trade for Yuletide greeting card orders. All funds derived from the sale were donated to the Variety Club Blind Babies Foundation. John

Parsons, chief barker, Tent 32, and Foundation director, accepted a check in the sum of \$1,750 from Dorothy Haley, Mary Creighton, and Miss Grubstick. Earlier this year the group staged a bake-sale at the Variety Club picnic and held a drawing at the Variety Club which resulted in a \$500 donation to the Blind Babies Foundation.

Earle Williams has been transferred to the Mission Drive-In by Cal-Pac. . . . Edward Coffey, manager, Laurel, San Carlos, Cal., is distributing very artistic book matches with the dancing figure of Judy Garland to advertise his date for "A Star Is Born" at the Laurel. . . . Another active showman is Jack Thorson, Manor, San Mateo, Cal., who plans to bring in four tons of crushed ice to be placed around the front of his theatre when White Christmas opens there during the season. He now has his complete staff dressed as elves announcing the opening of the picture.

Maury Schwartz is remodeling his Rio which will have the cash booth and office plainly visible from the street. . . . Newly elected officers of the Colosseum of Motion Picture Salesmen are Murray Gerson, U-I, reelected president; Alden Adolph, Republic, vice-president; Joseph Flanagan, 20th-Fox, secretary; Del Wheller, Warners, treasurer; and Jack Finley, United Artists, sergeant-at-arms.

## Seattle

Glen Haviland, salesman, 20th-Fox, was elected president of Colosseum of Motion Picture Salesmen at the recent convention in Chicago. . . . Walter Hoffman, Paramount publicist, is in Los Angeles on business. . . . Bruce Berg has been named advertising and publicity director for Sterling Theatres. He comes to his new post from the Garden, where he was assistant manager.

Howard Wood, Kettle Falls, Wash., is installing CinemaScope in his Kettle. . . . Mike Powers, 20th-Fox eastern Washington salesman, was over from Spokane. . . . Howard McBride has taken back the management of the Grenada, Spokane, Wash., which formerly was managed by Joe Rosenfield. . . . Mrs. Robert Hagman, Metaline Falls and Ione, Wash., was on the Row.

Sterling Theatres' Christmas party has been scheduled for Dec. 24 at the New Washington Hotel. . . . Leo Walsh, Modern Theatre Supply salesman, is covering eastern Washington and the Dalles. . . . Lee Scott is on a Montana trip. . . . Bing Fournier, B and B, Grayland, Wash., has recently installed RCA Dynalite screen and new anamorphic lenses through Modern Theatre Supply.

William Lyons put in a new RCA dynalite screen and CinemaScope installation at his theatre in Onalaska, Wash.

Sterling's annual manager's fall meeting was held at the Olympic Hotel. It was attended by all of Sterling's managers from Seattle and also the out-of-town areas, assistant managers, and company executives. Approximately 50 were on hand, including Matt Appleman, who is Sterling general manager in southern California.



## NEWS OF THE

## Territory

Boston  
Crosstown

Lockwood and Gordon Enterprises held its annual managers and district managers meeting at the Hotel Bradford. The managers also attended the MGM Ticket Selling Workshop. Louis Gordon, president, hosted the affair as his partner, Arthur Lockwood, treasurer, was unable to be present. At the meeting's conclusion, managers were taken to the Jimmy Building on a conducted tour so that they could see the clinical headquarters of the Jimmy Fund drive. The first speaker was Gus Heim, head of maintenance, who spoke on "Hints On General Maintenance." This was followed by Max Yunik, office manager; Worthington "Buster" Holt, district manager; three managers, Nelson Wright, Avon, Providence, R. I.; Frank Burns, Castle, Providence, and Alex Francis-Smith, Satuit, Scituate, Mass. The second district manager to speak was Norman Rolfe, followed by his managers, Charles Champine, State, Waterville, Me., and Edward Haskins, Calais, Me. The third district manager was Douglas Amos, followed by, Wilfred Howard, Plaza, Windsor, Conn., John O'Sullivan, Danbury, Conn., Drive-In; and William Hayes, Norwalk, Conn., Drive-In. Other speakers were Jerry Crowley, film booker, Daytz Theatre Enterprises; George Kraska, Embassy; and a general question and answer period. All phases of theatre operation were discussed.

Eliminations announced by the Bureau of Sunday Censorship included "An Inspector Calls," parts 1 to 8 (Deletions: eliminate dialogue, "And so she became your mistress?" in part 4; eliminate dialogue "I supported her but she would never accept much money," in part 4; eliminate dialogue, "You killed her and my child, my child," in part 7). Regal. "Carmen Jones," parts 1 to 13 (Deletions: eliminate scene showing Joe kissing Carmen's bare leg; eliminate dialogue, "You some harmonica player," in part 8; eliminate dialogue, "You double-crossing tramp," in part 11; eliminate dialogue, "You tramp," in part 13). 20th-Fox.

"Six Bridges To Cross," U-I film shot in Boston last June, is to have its world premiere at the Keith Memorial on Jan. 19, the first of a series of territorial playdates.

In celebration of the first anniversary of "This Is Cinerama" at the Boston, the management is staging a gala evening on Jan. 4. Mayor John B. Hynes will cut a huge birthday cake, there will be newsreels and cameraman, kleig lights, and a bagpipe band. Don Hurley, president, Boston Chamber of Commerce, will present a special citation to Si Fabian, who with Sam Rosen and, it is hoped, Lowell Thomas will come on from

New York for the ceremonies. "This Is Cinerama" will have played to approximately 500,000 persons, smashing all records for the number of admissions in New England's entertainment history. The Advertising Club of Boston is giving a "Salute to Cinerama" luncheon at the Hotel Statler.

Louis deRochemont, Massachusetts native who brought the documentary film from the newsreel stage to an art form, was the speaker at the Ford Hall Forum on "The Film: 20th Century Art Form."

Ernie Warren, always civic-minded, has arranged a series of community functions, offering the services of his Paramount, Needham, Mass., for the holidays. On a percentage basis, he has given over his theatre to the Holy Name Society for a benefit program, the Society for the Preservation of Barber Shop Quartets, and a football rally by the Needham High School's "13 Club."

Nat Silver, manager, Strand, Portland, Me., a Snider Circuit house, arranged another of his gala Christmas parties for 1400 children with the cooperation of the American Legion Post, hosts for the occasion.

More than 500 educators turned out for the special screening of UA's "Romeo and Juliet" at the Beacon Hill. Following the screening, student discount tickets to the Beacon Hill were distributed to the educators to be given out to the pupils after the holidays.

Tony Zinn, assistant manager, Keith Memorial, has resigned after 25 years with the RKO Theatres here. . . . Mrs. Ella Mills, Milo, Milo, Me., has been in and out of the Portland Hospital and reports are that her condition is improving. . . . Mrs. Richard Cody, wife of the operator, Moonlight Drive-In, Montpelier, Vt., is out of the hospital and is recovering at home.

Morris Wheeler, brother of Robert Wheeler, has reopened the Richmond, Me., theatre, which has been closed since June. . . . Joe Kennedy, who owns the Key, Meredith, N. H., has reopened the Park, Nashua, N. H., on a varied policy. Eddie Sokolosky handled this spot for a short period a few years ago.

New Haven  
Crosstown

Various theatres in town had Christmas kiddies shows. Jim Darby, manager, Paramount, had Joey Russell arrange the details for his morning show. . . . Harry Browning, New England Theatres executive, was in town at the Paramount. . . . Morris Rosenthal, Loew's Poli, had a nice campaign when Robert Francis and May Wynn, movie stars, were in to bally "They Rode West."

Paramount had one of the most colorful Christmas decorations setup in the local theatres in the candy section. Walt Wilson, assistant manager, aided manager Jim Darby in this arrangement. . . . Movie houses who participated in the largest Christmas party of its kind, given by the New Haven Savings Bank in nine theatres in the area, included Westville,

Pickus Stresses  
Exhib Services

HARTFORD, CONN.—The motion picture exhibitor has the responsibility of assuming "a position of leadership" in the community in all civic, communal philanthropic, and charitable matters, according to Albert M. Pickus, owner, Stratford, and national vice-president, TOA.

In a press statement here, Pincus asserted, "Next to the official family of a community, the theatre owner should earn and keep the number one spot in the good and welfare of his town."

"This is a fast-moving world but there is no question that the motion picture industry will keep pace with it—always seeking to give the greatest comfort and best kind of entertainment to its patrons."

"The producers and distributors are learning that they must produce and distribute the kind of pictures that the patrons of theatres want to see and not what the distributors and producers think those patrons should see."

"They should also have learned that there are no longer any 'seasons' or 'peaks' in exhibition but that a good picture will draw customers to the theatres any time during the year."

"Present indications are that the future of the motion picture industry is brighter. The industry has gone through its most vital transition period since the advent of radio. During the past five years, it has weathered well the competition from television and it has learned to utilize that medium to advertise motion pictures and as a training ground for development of new stars."

"No known form of entertainment can seriously compete with a steady flow of good pictures presented in modern motion picture theatres. The public is entitled to the very best in motion pictures. It is also entitled to the very best in comfort, in equipment, in courtesy, and in cleanliness. The exhibitors of this country have invested millions of dollars in the installation of new equipment in order to be able to present all processes to their patrons—wide-screen, CinemaScope, stereophonic sound, Perspecta-sound, VistaVision. They are prepared to invest more money for innovations that result from scientific research and that will make for the best and more enjoyable viewing of motion pictures."

Whalley, Howard, Piquot, Strand, Hamden, Conn.; Whitney, Hamden; Dixwell Playhouse, Hamden; Rivoli, West Haven, Conn.; and Capitol, East Haven, Conn.

Children from Highland Heights County Home and the Children's Center, as well as supervisory personnel from elementary and junior highs, and Boy and Girl Scouts saw a private showing of "Hansel and Gretel," Roger Sherman.

## Meadow Street

One of the most enjoyable Christmas parties scheduled this holidaytime was that held by Republic, U-I, and United





This is a general view of the most successful recent MGM Ticket Selling Workshop held in Boston. Practically every

important circuit and independent exhibitor was present and the 350 theatremen in attendance were imbued with enthusiasm.

Artists. These three started the ball rolling for a group get together at Donat's, Milford Turnpike, and others joined in later to make for a grand party. There were about 25 from the three exchanges, plus Allied Artists having three; Barney Pitkin, John DeSantis, and Bill Canelli from RKO; Dave and Irving Jacobson from the Palace, Torrington, Conn., and Bristol, Bristol, Conn.; Elmer Hirth, Larry Germaine, and Larry Lapidus, Stanley Warner; Max Hoffman and Morty Katz, Connecticut Theatres; Max Birnbaum, Warners, and Chester Pickman, Paramount.

MGM planned its Christmas party for Donat's, and Columbia and 20th-Fox had their holiday group festivities also at Donat's. The annual Stanley Warner affair was held recently at Kaysey's Restaurant.

Branch managers and others made their annual trip to the Connecticut Theatres office for the Christmas session. Managers of the circuit met at the Eastwood, East Hartford, on the following night for their Yuletide meeting.

Christmas sponsored shows were set for the Strand, Winsted; Webb, Wethersfield; and Plaza, Windsor, all in Connecticut. . . . Holiday shows for the youngsters were also dated for the Dreamland; Baltic, Baltic, Conn.; and Capitol, New London, Conn.

Children of the members of Local 63, Textile Workers Union of America, CIO, attended a Christmas party at the State, Manchester, Conn. . . . Stamford, Stamford, Conn., held a pre-Christmas kiddie show.

## Circuits Loew Poli

Alice Fox, secretary to manager Matt Saunders, Poli, Bridgeport, Conn., left for a vacation to Florida. . . . Paul Klinger, Poli, Waterbury, Conn., went into the hospital.

## Variety Club Tent 31, New Haven

The children's party given by the Tent was held on Dec. 18. . . . Election of officers with a buffet and cocktails has been scheduled for the club quarters on Jan. 18. . . . The Variety Club also has donated the use of its quarters every Wednesday and Thursday evenings to the

New Haven Adult Handicapped Group for purposes of conducting an educational program.

## Connecticut Hartford

George E. Landers, Hartford division manager, E. M. Loew's Theatres, had May Wynn and Robert Francis, principals in Columbia's "They Rode West," in the city for several days of pre-opening promotion. P. Joseph Hyams and John Markle, Columbia exploitation department, escorted the duo.

Robert F. Kaufmann, formerly 20th-Fox exploiter, and more recently in promotion work for CBS, Los Angeles, has joined the Thor Corporation, Chicago, as director of public relations and sales promotion. . . . Ray McNamara, Allyn, has been named a director of the funmaking adjunct of the Hartford County Bar Association.

Arnold Van Leer, Paramount exploiter in this territory, left for Los Angeles on business. . . . Carl Munday has been named assistant manager, Stanley Warner Strand, replacing Phil Allare, promoted to the Palace, South Norwalk, Conn. Jean DuBarry, manager, Art, Springfield, Conn., has been relief manager at the Strand, during illness of Jack Sanson. Ken Graham, DuBarry's Springfield assistant, is handling the Art. . . . George E. Landers Hartford division manager, E.M. Loew's Theatres, planted "Phffft!" mambo window displays in a dozen record and music shops.

Blue Hills Drive-In, Bloomfield, Conn., will install wide-screen facilities for next season. . . . Star installed a Cinema-Scope screen. . . . Attorney I. A. Lehrer, executive director, Parsons, has been elected treasurer of The Bards Club, Hartford County Bar Association.

## New Britain

Brookie LeWitt, Arch Street, gave away free cokes to the first 100 youngsters in line at a Saturday kiddie matinee program.

## Torrington

Irving and David Jacobson, Palace, and Bristol, Bristol, have new promotion for kiddie trade, with children asked to register their birthdates at boxoffices of the two theatres. On appropriate Satur-

day afternoon closest to actual dates, youngsters are given surprise gifts from theatre stages.

## Massachusetts Springfield

A week-long strike of operators at five houses in the Western Massachusetts Circuit was settled when an original offer of a general 10-cent raise, originally rejected by the union, was accepted. The seven-day walkout began when Local 186, AFL Motion Picture Operators asked a general wage level of \$2.70 an hour in houses where the prevailing rates have been between \$2 to \$2.43, and Samuel Goldstein, Western Massachusetts prexy, refused to meet that figure. At two of the houses, the Bing, here, and the Casino, Ware, Mass., the managers turned projectionists. The Rivoli and Wernick, Chicopee, Mass., and the Strand, Westfield, Mass., were closed for the duration.

## New Hampshire Dover

At a recent Uptown show, 10 baskets of groceries were awarded to lucky ticket holders.

## Meredith

The Meredith News is running a weekly "Memories of the Past Live Again in Pictures" contest. The person identifying the photo published in this column gets a pair of free tickets to the latest releases at the Key.

## Wolfeboro

Wolfeboro Memorial Hall, here, and Pineland, Center Ossipee, N. H., have put into effect family tickets in their theatres. Father and mother attending the show together purchase two adult tickets, and all their children under high school age are admitted free, if accompanied by and sitting with their parents.

## Rhode Island Providence

Local motion picture fans were recently treated to one of those rare opportunities to meet Hollywood celebrities when the rising young stars, Robert Francis and May Wynn, appearing in "They Rode West," made personal appearances at the Strand. Advertising placed by Al Siner, Strand manager, built up capacity houses for the event.



## NEWS OF THE

## Territory

New York City  
Crosstown

Norman Moray, Warners general sales manager of short subjects, arrived from Hollywood where he set release plans for recently completed one- and two-reelers.

Sol C. Siegal, producer, and Dan Dailey, one of the stars, 20th-Fox's "There's No Business Like Show Business," arrived for the premiere at the Roxy.

Mort Greenberg, salesman, UA's Winniipeg branch, will be married here on Jan. 1 to Vivian Bernstein, Valley Stream, N. Y. . . . Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, returned from the coast with Dan S. Terrell, publicity manager. . . . Ivan Fuldauer, MGM division field press representative, returned to Chicago after being in for conferences with Emery Austin, exploitation head. . . . Seymour Mayer, regional director of the Near and Far East for Loew's International Corporation, returned after a three-month trip visiting MGM offices and theatres in his region.

Paul F. Thomas, treasurer, Altec Service Corporation, is on a trip through the southern states. . . . Marty Wolf, assistant sales manager, Altec Service Corporation, returned following a meeting with C. A. McCork, branch manager, Altec's office in Philadelphia. Wolf was accompanied by Bert Ennis, the company's director of publicity, who consummated plans for a special campaign in behalf of Altec in the company's eastern division.

Martin Starr, veteran industry publicist and former president, Associated Motion Picture Advertisers, was set to be master of ceremonies at AMPA's 38th annual Christmas party at the Piccadilly Hotel, it was announced by David Bader, president.

Lou Marks, MGM Detroit manager, was in for a 75th birthday celebration for his mother and a belated honeymoon. . . . Mike Simons, customer relations director, MGM, returned from Memphis, where he attended a local exhibitor convention.

Ethel Merman, star, 20th-Fox's "There's No Business Like Show Business," arrived from Denver for the world premiere of the film at the Roxy. . . . Arthur M. Rosen, assistant to Nat Lapkin, vice-president in charge of production, Stanley Warner Corporation; and Wentworth D. Fling, vice-president, Cinerama, Inc., planed out to the coast to visit Technicolor Laboratories, where the print of Louis de Rochemont's "Cinerama Holiday" is being made ready for exhibition.



New York's Cinema Lodge, B'nai B'rith, recently honored its past presidents at its 15th anniversary night celebration at the Sheraton Astor Hotel. Special gold menorah pins were presented to the past presidents by Alfred W. Schwalberg, first and honorary president, while Max E. Youngstein, chairman of the evening, presented a special pin to Schwalberg. Seated are past presidents Saul E. Rogers and Adolph Schimel. Standing, left to right, are Burton E. Robbins, president; Irving Greenfield, Jack H. Levin, Martin Levine, Albert A. Senft (between Youngstein and Schwalberg), Max Blackman, Cinema Lodge's first treasurer; and S. Arthur Glixon.

Robert K. Shapiro, managing director, New York Paramount, has been appointed chairman of the committee of New York's Cinema Lodge, B'nai B'rith, which is arranging the Lodge's unique annual Christmas gift of an entertainment junket to the industry's Will Rogers Memorial Hospital, Saranac Lake, on Dec. 21.

Arnold M. Picker, UA vice-president in charge of foreign distribution, returned from Paris following a tour of the company's offices in Britain and on the Continent. In Rome, he finalized a long-term agreement with DEAR Films of Italy for the distribution of UA product in that country.

At an executive committee meeting of Cinema Stamp Collectors the following slate of officers for 1955 were nominated and recommended for election: Leon J. Bamberger, president; Jack Levy, first vice-president; Elias Sandberg, second vice-president; Seymour Glassner, third vice-president; Sid Weiner, treasurer; James Harvey, recording secretary; Milton Zucker, corresponding secretary; Herman Seltzer, sergeant at arms; Jack Hoffberg, chairman, executive committee. In addition to the above as members of the executive committee, Dr. Elliott Lawrence and Sidney Lieb were recommended. A Christmas party was to have been held by the group at Rosoff's Restaurant and at the Hotel Astor. Pearl Lavenberg, Samuel Goldwyn Productions, was elected to membership at the December meeting. She is a general collector.

Macy's, 20th-Fox, and Skouras Theatres announced the setting of a series of Christmas theatre parties for 25,000 children from metropolitan charity and welfare groups. The project involved 10 theatres in three boroughs and offered a special morning showing of 20th-Fox's "Miracle On 34th Street," cartoon shorts, a talk with Santa and candy bars for each youngster. The theatre parties are

held on Saturday morning at 9:30 a.m. Some of the participating theatres were Skouras' Astoria, Boulevard, Crotona and Ward; Academy of Music, Midway, Valentine, Park Plaza, Pelham, and Grand.

Jeff Livingston, eastern advertising manager, U-I, left for Kansas City, where he will outline the company's promotional plans at the district manager's meeting presided over by Foster M. Blake, western sales manager.

New Jersey  
Newark

The Roosevelt, Union City, N. J., will present on the stage the St. Anthonys Senior Choir, tonight (Dec. 22). . . . The Warner, Harrison, N. J., will give away toys on Christmas matinee. . . . The Ritz and Regent gave away salad service sets to the ladies. . . . The Warner, Harrison, and Oritani, Hackensack, N. J., had turkey giveaways.

## Somerville

Ben Casamassa, manager, Somerville Drive-In, reports a successful season since coming here from the Boulevard Drive-In, Allentown, Pa., last August. Casamassa is now busy with promotional stunts to bolster the off season.

New York State  
Albany

Amazon Productions, Inc., has been authorized to conduct a motion picture business in New York. Capital stock is 200 shares, no par value. . . . Mrs. Oscar J. Perrin, wife of Madison manager, was reported feeling better.

"Closed Temporarily By Circumstances Beyond Our Control." This, in a small newspaper advertisement and on a box-office-window sign, was the notification given to the public by Paul V. Wallen, lessee-proprietor, Grand, that the theatre had been darkened. Appearing the morning after the projectionists closed the first-run by absenting themselves from the booth, in sympathy with picketing members of Local 14, Stage Workers Union, the insertion was the first information in local print that Grand faced trouble. The stagehands had picketed for eight days, during which the four operators reported for work. However, Local 322 voted for a walkout if the dispute were not settled and so notified Wallen. The controversy pivoted around the number of stage workers to be payrolled. Local 14 insisted on two, as had been the case for years. Wallen claimed one was all he required and patronage warranted.

Ben Smith, whose selling experience here, upstate, and elsewhere goes back to early silent days, returned to his native city for a medical checkup and treatment at Memorial Hospital. Smith, who moved with his wife to St. John, N. B., 18 months ago and who has done some checking in that area for MGM (his brother, Abe, is longtime MGM branch manager for the Maritime Provinces), was visited at the hospital by Charles A. Smakwitz, Stanley Warner zone manager; George H. Schenck, Tri-State Automatic Candy Corporation branch





Pointing to an auspicious entertainment event, the world premiere of 20th-Fox's "There's No Business Like Show Business," is Jack Benny, pictured recently at the New York Roxy, where the film will have its gala premiere with proceeds going to aid the Actors' Fund.

manager; Bill With, Palace manager; and others.

Morey Goldstein, vice-president and general sales manager, Allied Artists, planed out to the coast for conferences with studio executives. . . . Jo and Mary DiMaggio, sisters and film production employees, Transfilm Inc., left for residence in San Francisco.

Philip Gerard, eastern publicity manager, U-I, left for Boston to confer with RKO Theatres representatives.

## BOX OFFICE STATEMENTS

**- a Daily memoranda of the complete  
THEATRE CASH CONTROL SYSTEM**

[illegible]

**Price: 25c per 50-sheet pad**

Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

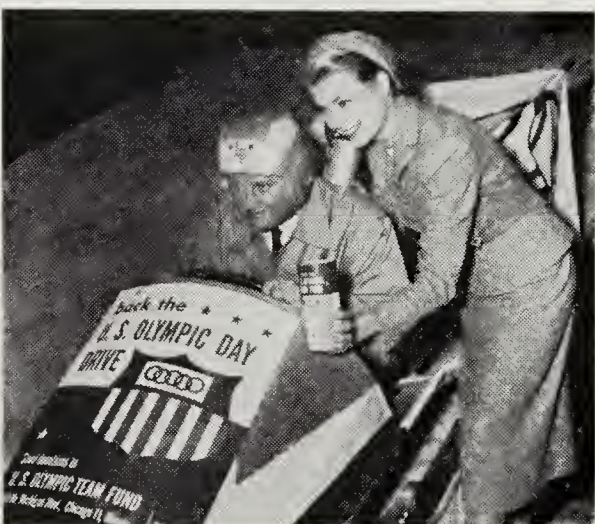
**Ask for SAMPLE SHEETS!**  
**Sold ONLY to Subscribing Theatres by**  
**EXHIBITOR BOOK SHOP**  
 246-48 N. Clarion Street, Philadelphia 7, Pa.



Among many other merchandise tie-ups made recently on 20th-Fox's "Desiree," Roxy, New York City, was one with Helena Rubinstein on their "Command Performance" perfume. This resulted in the above special Fifth Avenue window display.

The Variety Club will give a farewell dinner for Charles A. Smakwitz, Stanley Warner zone manager, who has been promoted to a similar post in the larger Newark, N. J., sector, effective Jan. 1. Chief Barker George H. Schenck said a dinner was "the least we can do to honor Charlie Smakwitz, in view of all he has done for Tent 9, the motion picture industry and the city of Albany." He heads the Heart Fund, whose principal project has been Camp Thatcher. Smakwitz has been the industry's liaison here with the Governor's office.

Death came suddenly but painlessly to Edward F. Foley, 76, for 14 years aide at the Strand, a few hours after he had finished work. His wife, a niece, and two nephews survive.



Grace Kelly, co-star, Paramount's "The Country Girl," whose father, John, and brother, Jack, and sister-in-law are former U. S. Olympic stars, recently inaugurated "Olympics Day" at the International Winter Sports Show at New York's Madison Square Garden by launching the Olympic Fund bobsled. The fund will benefit from the world premiere of the Paramount film at the Criterion. All proceeds will go to send a U. S. Olympic team to the games next year in Australia. At the helm of the bobsled is Stan Benham, U. S. bobsled driver in the 1948 and 1952 Olympics.



Mitzi Gaynor, star, 20th-Fox's "There's No Business Like Show Business," is seen displaying the "Draw Me" girl award which she recently received in New York after having been voted the ideal "Draw Me" girl by students of Art Instruction, Minneapolis.

## Gloversville

Vandalism took a new turn when the wide-screen at Schine's Glove, adjoining police headquarters, was slashed its entire length and a large section was cut out, sometime after the theatre closed late at night. An usher's uniform was also ripped to pieces. Janitor Bert Morris discovered a rear door open. Theatre employees made temporary repairs to the screen, said to have cost \$2,000.

## Peekskill

Malvin Warshaw, manager, AB-PT's Paramount, is being transferred to the Juliet, Poughkeepsie, which will give him an opportunity to study art house operation, which has been the policy of the Juliet for the past 18 months. Succeeding Warshaw here is Fielding K. O'Kelly, who just joined the Paramount organization after having been with another circuit for the past 25 years.

## Saranac Lake

Tony Anderson, Schine's Pontiac, recently obtained some fine co-op ads on "Woman's World" and "Sabrina." He also recently got a top front page center news break on a football rally he held.

## Schenectady

Fabian's Erie, omitted Monday night screenings for a recital by Edna's School of the Dance.

## Syracuse

To put across the art policy at Schine's Eckel, Frank Myers sent a special letter to members of Syracuse's Concert Organization, which has a considerable membership. He also appeared on radio and TV programs showing pictures and stills to audiences. On these programs, he had from five to as much as 15 minutes of time. A 40 x 60 was used in front of the theatre announcing the art policy and an easel was set up announcing coming attractions in the lobby, along with stills. Students and faculty of the University were made aware of the new policy at the theatre. Myers also got some swell newspaper breaks anent bringing the best in films as an art to town, etc.



## NEWS OF THE

*Territory***Philadelphia Crosstown**

The Arcadia closed for renovations and reopens Christmas Day. . . . Morris Packer, former theatreman, has formed a theatre service company for cleaning and shampooing of carpets and recovering of seats. He can be reached at HO 7-1771, 368 Daly Street.

Industry pioneers to be honored at the dinner of the Motion Picture Associates at the Bellevue-Stratford Hotel on Jan. 18 are William C. Hunt, Abe Sablosky, Ben Amsterdam, and A. R. Boyd. Hunt began with a nickelodeon in Camden, N. J., in the early 1900's; Sablosky started with a nickelodeon in Norristown, Pa., at the turn of the century, and later became a vice-president, Stanley Company of America; Amsterdam began as a distributor in the early days and later became an exhibitor and formed the Atlantic Theatres circuit in southern New Jersey, while Boyd, in the industry since 1910, was co-founder, Stanley Company of America.

Through the cooperation of John C. Peden, Jr., manager, Green Hill, a preview of an Associated British Pathe Ltd. film was held at the theatre as a benefit for Smith Club's annual scholarship benefit.

William Rogers, Jr., production manager, "Hansel and Gretel," was in to work on publicity for the film, which is the SW Stanton's Christmas attraction.

The Zoning Board of Adjustment turned down a request to build a drive-in on the west side of Roosevelt Boulevard at Byberry Road. A. M. Ellis Theatres proposed to put the project on a 20-acre site now zoned limited industrial and "C" residential. It was to have cost \$500,000, including purchase of the land.

Bill Kanefsky, William Goldberg's Studio, scored a laugh when he sent around to newspaper critics reasonable facsimiles of Gina Lollobrigida's famous contours made from bread dough. This, of course, was "subtle" exploitation of her latest film, "Bread, Love and Dreams."

Construction of one of the largest drive-ins in the country has been planned for a portion of the Duffield tract of more than 135 acres on the west side of Bethlehem Pike above Line Lexington. The site, with a pike frontage of about 2,000 feet and a depth of 3,200 feet, was zoned commercial at a recent meeting of the Hatfield Township supervisors. This property was sold recently to a syndicate, represented by Herbert F. Diener and Company. A commercial development, comprising a supermarket, junior department store and 30 smaller units also is being considered, it was announced. It was said that several of the larger motion picture circuits were interested in operating the drive-in.



Kenneth S. McGuire, manager, Playhouse, Washington, aided by U-I promotional representative David Pollard, may not have devised the most startling stunt in 1954 to promote a motion picture, but he certainly should be credited with one of the most original stunts developed in many a moon. To help promote U-I's "Sign Of The Pagan," McGuire recently took to the classified advertising sections of Washington newspapers to advertise: "Wanted to rent: Human skulls, must be aged. To be used for theatre decoration inspired by U-I's 'Sign Of The Pagan.'" McKenna not only got a full line of skulls as can be seen but obtained a feature story in The Washington Daily News and a picture break in The Washington Evening Star.

**Vine Street**

Meyer and Eddie Adleman, New Jersey Messenger Service, attended a meeting of National Film Service in

Chicago. . . . Bobby Castello, son of Paul Castello, assistant zone manager, Stanley Warner, expects another rabbit for Christmas.

Dave Cooper, Warners sales manager, is recuperating after an eye operation at Graduate Hospital.

The salesmen were on their Christmas vacations; and many took the opportunity to make the Florida jaunt.

Sandy Gottlieb, Tri-State Buying and Booking Service, was on a Florida trip.

John P. Byrne, eastern MGM sales manager, was in for a few days conferring with Lou Formato and Bill Madden, district and branch manager, respectively.

Max Bronow, MGM booker, who recently underwent surgery, was back on the job; and thankful for all the industryites who were so nice to him during his siege.

**Circuits Stanley-Warner**

Great plans are being made for the S-W Philadelphia zone office Christmas party. It should be a gala event as always. . . . Latest reports, confirmed by Kay MacNamee, on Bernice Herman Reier's pride and joy, now seven months old, are that she is a "living doll." Bernice is A. J. Vanni's former secretary.

Everyone was sorry to learn of the sudden death of Jean and Rube Pincus' father. . . . Arline Berman, Jack Brodsky's secretary, is leaving the company. . . .

**Drive-In and Roofed Theatre Managers**

*Please check your shows at your theatre by Noon on the day of showing.*

Remember, all exchanges close at 5:00 P. M. daily and 12 Noon on Saturday, Sunday and holidays.

Contact us in ample time when your show is not complete so that we may help you prevent a miss-out.

**HIGHWAY EXPRESS LINES, INC.**

29th and Parrish Streets  
Philadelphia 30, Pa.  
LO 4-3450

1638 Third Street, N. W.  
Washington, D. C.  
DuPont 7-7200





At a recent meeting planning the Motion Picture Associates dinner set for Jan. 18 at the Bellevue-Stratford Hotel, Philadelphia, were, left to right, George Beattie, William Goldman Theatres; Laurence Shubert Laurence; William Goldman, head William Goldman Theatres; Lester Krieger, Stanley Warner Theatres; and Sam Diamond, branch manager, 20th-Fox, and president, MPA.

Gert McMonagle, comptometer operator extraordinary, is on the sick list. A bad case of bursitis has got her down.

That gorgeous suntan that Ellis Shipman brought back with him from his Florida vacation is fading, but the memory lingers on. . . . Roy Robbins' two daughters celebrated their birthday on the same date, Dec. 17. Mary Jane is 20 and Kathryn is five. . . . Ev Callow, in Montreal prior to the opening of Cinerama there, reports snow, rain and cold weather.

## Delaware Wilmington

Philip Jones, SW Warner, was elected for his 18th term as president, Projectionists Local 473, IATSE at the annual election, while John Raymond Waller, SW Warner, was elected business agent, and Frank Eckert, Arcadia, treasurer, both starting their 16th term in their respective offices. Other officers elected were Robert Hughes, SW Warner, vice-president; G. Park Weaver, Ace, named to his second term as secretary; and Leonard Wright Sr., SW Towne, sergeant-at-arms. Samuel Fer-

rara, Arcadia, John Maisel and Leon McCarns, both of the Queen, and Leonard Wright, Sr., SW Towne, were elected to the executive board. Francis Paolo, SW Grand, Robert Eckert, Arcadia, and Jacob Riley, Queen, were chosen as delegates to the Central Labor Union.

Herbert H. Slattery was elected president, Stagehands Local 284, IATSE. Other officers named for the coming year are J. Joseph Barber, vice-president; Howard Oster, recording and financial secretary; John J. Kelleher, Loew's Aldine, business agent and treasurer; and Gilbert Jenkins, sergeant-at-arms. George W. Doto, Roy Shelton, and Thomas Donnelly were elected to the executive board.

William R. Bederman and Paul T. Donohue joined the Rialto. . . . Richard F. Lewis was receiving instruction as student assistant manager, Rialto, under the supervision of Elizabeth G. Sholly, manager, and Pierto A. DalGesso, assistant manager. . . . Elizabeth G. Sholly, manager, Rialto, and Henry L. Sholly, MOTION PICTURE EXHIBITOR correspondent, attended the Philadelphia trade screening of 20th-Fox's "There's No Business Like Show Business" at the Vine Street Screening Room.

Ralph Margolin is now operating the Park. DeLuxe Buying and Booking Service, Philadelphia, is handling.

— H. L. S.

## Maryland Baltimore

More than 600 guests attended the Baltimore Variety Club's 16th annual dinner dance in the Emerson Hotel's grand ballroom. Henny Youngman, radio and TV star, was toastmaster. Out-of-town guests included Jack Beresin, Philadelphia, and George Hoover, Florida, past and present international chief barkers, respectively. . . . Rodney Collier, Stanley manager, put on an exceptionally big show for the premiere of "This Is Your Army." The Governor and Mayor attended, along with top Army brass; the 234th Army Band from Aberdeen, Md., marching units from Fort Meade, and a drum and bugle corps.

Burglars drilled a safe at the Mayfair, knocked off the combination, and stole the weekend receipts. An investigation showed no forced entry and it

## MPA Dinner Chairmen Set For Pioneer Salute

PHILADELPHIA—District chairmen in charge of ticket sales for the dinner of the Motion Picture Associates to be held on Jan. 18 at the Bellevue-Stratford Hotel were appointed at a membership meeting of the MPA at the RKO projection room last week. The appointments were announced by Sam Diamond, branch manager, 20th-Fox, and president, MPA.

The dinner, honoring pioneers of the area industry, will be held in conjunction with the gala dedication of the Nickelodeon in Franklin Institute, donated to the institute by William Goldman Theatres.

The chairmen and their areas are Tom Noble, Warners, Harrisburg, Pa.; Bill Hopkins, MGM, New Jersey; Jack Berger, UA, Scranton-Wilkes-Barre, Pa.; Bud Bache, MGM, Philadelphia; and Eli Ginsburg, Republic, Delaware.

The \$25-a-plate dinner will honor William C. Hunt, Abe Sablosky, Ben Amsterdam, and Al Boyd. Each of these men, with an aggregate of 200 years in the industry, has played an important part in the development of the industry in the Philadelphia area.

World famed actors, producers and directors, from Hollywood and New York, are expected to participate in the dedication of the Nickelodeon and the MPA dinner. George Jessel will be toastmaster of the dinner.

Goldman is general chairman of the dinner; Diamond is chairman of the dinner committee; vice-chairmen of the committees are Lester Kreiger, Stanley Warner Theatres; George Beattie, William Goldman Theatres; Lou Formato, district manager, MGM; and Lester Wurtele, branch manager, Columbia.

Goldman told the story of the Nickelodeon and the MPA dinner on radio station WIP last Sunday.

is thought the thieves hid in the building as the theatre was closing for the night.

Dom DeLauney, owner, Carroll, Westminster, Md., was in town for a board meeting with the Allied Motion Picture Theatre Owners of Maryland. Bob Gruver, Jr., owner, Glen, Glenburnie, Md., was in for the same meeting.

Jim Richards, assistant manager, Little, and Mrs. Richards expect a visit from Sir Stork next spring. . . . Bob Rappaport, Hippodrome and Town, attended the premiere of Jennifer Jones' new play, "Portrait of a Lady" at Ford's. . . . Fred Perry, owner Cameo, is giving away 12 turkeys for Christmas dinners as part of his holiday promotion.

—G. B.

## Leonardtwn

T. L. Harrison, Jr., announced that the large community Christmas party will be held at the Park, Lexington Park, Md., on Dec. 24. . . . Mrs. Ray Trumbull visited Baltimore, Md., and attended with her husband a cocktail

David E.

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party given for Jennifer Jones sponsored by the New and Keith, of which Trumbull is now manager for owner Jack Fruchtman.

## New Jersey Trenton

Jack Kosharek, house manager, Olden, has joined with the Junior Chamber of Commerce of this city in programming a Christmas party for one thousand needy poor children. A program of movies, including shorts and a holiday picture film and candy, popcorn, and toys for the toddlers is set.

## Pennsylvania Allentown

Ward B. Kreag, Fabian city manager, and wife enjoyed three weeks of Florida sunshine at Miami Beach. Kreag was a little more than surprised on his return to find "White Christmas" still packing them in at Fabian's Colonial in its record four-week run.

Boulevard Drive-In's huge new CinemaScope screen has been darkened until better weather conditions about March 1, Harry Alberth, manager, reports. Alberth will spend his time between Rialto and Colonial two days a week, checking up on equipment at the Airport and Boulevard Drive-Ins, and a two weeks' vacation with his family.

Approximately 100 employees and their wives and husbands attended the annual Fabian Christmas party after a last show at the Colonial. Mrs. Ward B. Kreag, Mrs. Earl Arnold, and Mrs. Harry Alberth prepared the buffet table.

Nathan Silver, manager, Earle, was delighted to be able to advertise the opening of "Sign of the Pagan" at his theatre immediately upon a full page national advertisement of the picture in Parade magazine section appearing in The Sunday Call-Chronicle.

## Bristol

The employees of the Bristol held their annual Christmas party at which they exchanged gifts. New Brenkert heads have been installed, the latest in sign letters, and new stage drapes put in place at this theatre.

## Coplay

The Ritz, Pete Magazzu's house, which closed last July, has reopened.

## Dickson City

The Rex has been reopened by Charles Walker.

## Olyphant

Anthony DeBlase has reopened the Taft. DeLuxe Buying and Booking Service, Philadelphia is handling.

## Palmyra

Eddie Karpen has reopened the Broadway.

## Reading

Judge Forrest R. Shanaman, in Berks County court, sentenced an ex-Marine, Martin L. Kline, 19, to serve eleven-and-a-half to 23 months in jail for stealing \$1,600 in cash from the Schad Theatres' Strand. In all, \$907 was recovered.

Receipts from theatre and other admission taxes this year in Reading to Dec. 1 have been \$123,315, compared with \$130,729 for the same period last year, 11 months. City Treasurer John L. Hoch said he expects December, with an increase in tax revenues, to bring the total to \$135,000 or more. If \$135,000 is reached it will still be much below the total of \$144,126 brought in by amusements ticket taxes in Reading for the whole of 1953.

J. Lester Stallman, manager, Astor, was invited to a showing for theatre executives in New York of Walt Disney's "20,000 Leagues Under the Sea." This picture will be the Astor's feature for the holidays.

Paul E. Reeser has again been named manager, March of Dimes campaign for January. Managers for seven eastern Pennsylvania counties held a meeting here to plan the campaign.

Representing Dr. Harry J. Schad, president, Schad Theatres, Inc., J. Lester Stallman, general manager, Schad Theatres, presented trophies to two Reading high school football greats of 1954, Jack Prutzman and Bruce Gilmore, at ceremonies in the Strand, managed by Kenneth Hinkle.



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A large supply of canned goods was recently given to Allentown, Pa., Salvation Army officials at the 19th Street during the holidays when Albert Moffa admitted both children and adults at his neighborhood house free in return for canned goods at a matinee.

Dr. Harry J. Schad, vice-president, Reading Fair, has been reelected a member of the board of directors.

### Scranton

Included among the veteran members of the Scranton Council, Knights of Columbus, to be honored at a special testimonial program will be Matt Cary, Comerford Theatres, Inc., who has been a Knight for 57 years. . . . Harry Spiegel, Comerford advertising department, on Dec. 19 was selected as "Man of the Year" by the congregation of the Hebrew Orthodox Center for his meritorious achievements in behalf of the Center. . . . Tom Walker, Comerford executive, was a recent New York City visitor. . . . Manny Tannenbaum, former owner, Grand, recently was awarded a 1955 Chevrolet valued at \$2,500 after being named winner in a national contest co-sponsored by the Chevrolet Company and the Pillsbury Company. . . . Bridget Davis, mother of former student manager, Jack Davis, Comerford, died.

Installations of CinemaScope has been completed at the Globe as announced by manager Bert Allen, thus making all the Comerford Theatres of this area so equipped.

### Shillington

Joe Shverha succeeded in obtaining the services of Frank Jelenko, MGM salesman, who addressed the Rotary Club on the topic of "Workings of the Motion Picture Industry."

### York

The York has reopened.

### Variety Club

#### Tent 13, Philadelphia

Morris Wolf will be the principal speaker at the Tent's annual dinner on Jan. 10 at the Bellevue-Stratford Hotel in honor of retiring Chief Barker Norman Silverman and incoming Chief Barker Louis Goffman and Crew for 1955. Wolf will speak on his world wide experiences as special representative of the Foreign Operations Administration.

George Hoover, International Chief Barker; and Judge William McCraw, former executive director, VCI, will be on hand for the festivities.

Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
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...	Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
...	Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
...	Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
...	Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
...	Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
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...	Regular theatre. Padded in 50's and punched (5 1/2 x 9 in.) Item #3 in illustrated folder. Per pad.....	.25	
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...	At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
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...	Weekly for regular and drive-in. Folding flap (8 1/2 x 11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYE EARNINGS RECORD CARDS:</b>		
...	Annual card for each employe (8 1/2 x 11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards.....	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
...	Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder. Per pad.....	.25	
...	Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50.....	.60	
	<b>SERVICE MANUALS FOR TRAINING:</b>		
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## Allied Artists

(1953-54 releases from 5401;  
1954-55 releases from 5501)

(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- BOB MATHIAS STORY, THE—BID**—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.
- BOWERY BOYS MEET THE MONSTERS, THE—C**—Leo Gorcey, Huntz Hall, Ellen Corby—Okeh series entry—65½m.—see June 2 issue—(5419).
- BOWERY TO BAGDAD—C**—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).
- CRY VENGEANCE—MD**—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—(5504).
- DESPERADO, THE—W**—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- HUMAN JUNGLE, THE—MYMD**—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).
- JUNGLE GENTS—C**—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- KILLER LEOPARD—AD**—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).
- PORT OF HELL—MD**—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue—(5505).
- RETURN FROM THE SEA—ACD**—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK—MD**—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TWO GUNS AND A BADGE—W**—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE—MD**—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

### TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace—(5508).
- CODE 3**—Bill Elliot, Keith Larsen, Helene Stanley.
- GOD'S ANGRY MAN**—Raymond Massey, Debra Paget, Jeffrey Hunter.
- HIGH SOCIETY**—Leo Gorcey, Huntz Hall, Amanda Blake.
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley—(5503)—Leg.: B.
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—(5506)—88m.
- TREASURE OF THE RUBY HILLS**—Zachary Scott, Carole Mathews.
- TWILIGHT ALLEY**—Richard Conte, Constance Smith.
- WARRIOR, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).

## Astor

- SLEEPING TIGER, THE—D**—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

### TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrard, Cormilla Horn—(English-made).

## Columbia

(1953-54 releases from 601; 1954-55 releases from 701)  
(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- AFFAIRS OF MESSALINA, THE—HISD**—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—108m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English).
- BAMBOO PRISON, THE—MD**—Robert Francis, Dianna Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue.
- BLACK DAKOTAS, THE—OMD**—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE—OD**—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BLACK KNIGHT, THE—COS—MD**—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England)—(719).
- BULLET IS WAITING, A—D**—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).

## MOTION PICTURE

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Vol. 53, No. 8  
SECTION 2

DECEMBER 22, 1954

- CAINE MUTINY, THE—D**—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).
- CANGACEIRO (The Bandit)—MD**—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).
- CANNIBAL ATTACK—MD**—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue—(718).
- CORONER CREEK—W**—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DETECTIVE, THE—D**—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).
- FIRE OVER AFRICA—MD**—Maureen O'Hara, Macdonald Corey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).
- GUNFIGHTERS—W**—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).

- HELL BELOW ZERO—MD**—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE—D**—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).
- INDISCRETION OF AN AMERICAN WIFE—D**—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).
- JUNGLE MAN-EATERS—AD**—Johnny Weissmuller, Karin Booth, Richard Stapley—Routine series entry—68m.—see Sept. 8 issue—(707).
- LAW VS. BILLY THE KID, THE—W**—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MASTERSON OF KANSAS—W**—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor).
- MISS GRANT TAKES RICHMOND—F**—Lucille Ball, William Holden, Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).
- ON THE WATERFRONT—MD**—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE—OD**—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PHFFT—C**—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B—(715).
- PUSHOVER—MD**—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- SARACEN BLADE, THE—R**—Ricarda Montalban, Betta St. John, Rick Jason—Average programmer for the duallers—76m.—see June 2 issue—Leg.: B—(Technicolor)—(633).
- THEY RODE WEST—W**—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).
- THREE HOURS TO KILL—OMD**—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

## KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| AD—Adventure drama                  | MUCD—Musical comedy drama        |
| ACD—Action drama                    | MU—Musical                       |
| ACMU—Action musical                 | MUSAT—Musical satire             |
| ADMD—Adult melodrama                | MUW—Musical western              |
| BID—Biographical drama              | MY—Mystery                       |
| BIDMU—Biographical drama with music | MYC—Mystery comedy               |
| BUR—Burlesque                       | MYCM—Mystery comedy musical      |
| C—Comedy                            | MYD—Mystery drama                |
| CAR—Cartoon feature                 | MYMD—Mystery melodrama           |
| CD—Comedy drama                     | MYMU—Mystery musical             |
| CDMU—Comedy drama musical           | MYW—Mystery western              |
| CFAN—Comedy fantasy                 | NOV—Novelty                      |
| CFANMU—Comedy fantasy musical       | OPC—Operatic comedy              |
| CMD—Comedy melodrama                | OPD—Operatic drama               |
| CMU—Comedy musical                  | OD—Outdoor drama                 |
| COMP—Compilation                    | OMD—Outdoor melodrama            |
| COSMD—Costume melodrama             | PD—Psychological drama           |
| D—Drama                             | RD—Religious drama               |
| DFAN—Drama fantasy                  | ROMC—Romantic comedy             |
| DMU—Dramatic musical                | ROMCMU—Romantic comedy musical   |
| DOC—Documentary                     | ROMD—Romantic drama              |
| DOCD—Documentary drama              | ROMDMU—Romantic drama with music |
| DOCMD—Documentary melodrama         | SAT—Satire                       |
| ED—Educational feature              | SFD—Science fiction drama        |
| F—Farce                             | SCD—Sex comedy drama             |
| FAN—Fantasy                         | TRAV—Travelogue                  |
| FANMU—Fantasy musical               | W—Western                        |
| FMD—Farce musical                   | WC—Western comedy                |
| HISD—Historical drama               | WCMU—Western comedy musical      |
| MDMU—Melodrama musical              | WD—Western drama                 |
| MD—Melodrama                        | WMD—Western melodrama            |
| MUC—Musical comedy                  | WMDMU—Western melodrama musical  |
|                                     | WMU—Western musical              |

## HONEST OPINION



### based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!



## TO BE REVIEWED OR IN PRODUCTION

**CELL 2455**—William Campbell, Kathryn Grant, Steve Edwards.

**CHICAGO SYNDICATE**—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

**CREATURE WITH THE ATOM BRAIN**—Richard Denning, Angela Stevens.

**DEADLOCK**—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

**DUEL ON THE MISSISSIPPI**—Patricia Medina, Lex Barker—(Technicolor).

**END OF THE AFFAIR, THE**—Van Johnson, Deborah Kerr, John Mills—(Made in England).

**FIVE AGAINST THE HOUSE**—Guy Madison, Kim Novak, Brian Keith.

**GUN THAT WON THE WEST, THE**—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

**IT CAME FROM BENEATH THE SEA**—Kenneth Tobey, Faith Domergue, Ian Keith.

**JUNGLE MOON MEN**—Johnny Weissmuller, Jean Byron, Billy Curtis.

**LONG, GRAY LINE, THE**—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).

**MAN FROM LARAMIE, THE**—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).

**MY SISTER EILEEN**—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

**PIRATES OF TRIPOLI**—Paul Henreid, Patricia Medina—(Technicolor)—(706).

**PRISONER, THE**—Alec Guinness, Jack Hawkins, Jeannette Sterke—(English-made).

**PRIZE OF GOLD, A**—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

**RIOT ON PIER SIX**—Arthur Franz, Beverly Garland.

**SEMINOLE UPRISING**—George Montgomery, Karin Booth—(Technicolor).

**STALK, THE**—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

**TEN WANTED MEN**—Randolph Scott, Jocelyn Brando—(Technicolor).

**THREE FOR THE SHOW**—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).

**TIGHT SPOT**—Edward G. Robinson, Ginger Rogers, Brian Keith.

**VIOLENT MEN, THE**—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—(Technicolor)—(CinemaScope).

**WOMEN'S PRISON**—Ida Lupino, Jan Sterling, Howard Duff.

**WYOMING RENEGADES**—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

## IFE

(All films are Italian-made)

**AIDA**—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferrania-color)—(English narration).

**APPOINTMENT FOR MURDER**—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

**BREAD, LOVE, AND DREAMS**—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

**GIRLS MARKED DANGER**—MD—Silvana Pampanini, Eleonora Rossi Drago, Marc Lawrence—Exploitation import has the angles—70m.—see June 2 issue—Leg.: C—(Dubbed in English).

**THEODORA, SLAVE EMPRESS**—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

## TO BE REVIEWED OR IN PRODUCTION

**AGAINST THE WALL**—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

**CITY STANDS TRIAL, A**—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

**HURDY-GURDY**—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

**HUSBAND FOR ANNA, A**—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

**LOVE IN THE CITY**—Documentary love story—(Dubbed in English)—110m.

**TOO YOUNG FOR LOVE**—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).

**VOICE OF SILENCE**—Rossana Podesta, Casetta Greco, Aldo Fabrizi—(Dubbed in English).

**WAYWARD WIFE**—Gina Lollobrigida—(Dubbed in English).

## Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**BIG CHASE, THE**—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).

**HEAT WAVE**—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).

**MONSTER FROM THE OCEAN FLOOR**—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).

**PAID TO KILL**—MD—Dane Clark, Paul Carpenter, Theo Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).

**RIVER BEAT**—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).

**SIEGE, THE**—MD—Aurora Bautista, Fernando Rey, Virgilio Teixeira—For the lower half—63m.—see Dec. 15 issue—(Spanish-made)—(Dubbed in English)—(5323).

**SILENT RAIDERS, THE**—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made)—(5404).

**TERROR SHIP**—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).

**THUNDER PASS**—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).

**UNHOLY FOUR, THE**—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).

## TO BE REVIEWED OR IN PRODUCTION

**AIR STRIKE**—Gloria Jean, Richard Denning—(5413).

**BLACK PIRATES**—Anthony Dexter, Lon Chaney, Robert Clarke—(AnsoColor)—(Made in El Salvador)—74m.—(5407).

**DEADLY GAME**—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—63m.—(5402).

**GLASS TOMB**—John Ireland—(English-made)—(5409).

**RACE FOR LIFE, A**—Richard Conte, Marl Aldon—(English-made)—69m.—(5403).

**SHOCK**—Brian Donlevy, Margia Dean, Jack Warner—(Made in England)—(5412).

**SILVER STAR, THE**—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney—(5411).

**THEY WERE SO YOUNG**—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

## Metro

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ASPHALT JUNGLE, THE**—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue).

**ATHENA**—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this off-beat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(507)—(1.75-1).

**BAD DAY AT BLACK ROCK**—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope).

**BATTLEGROUND**—D—Van Johnson, John Hodiak, Ricarda Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue).

**BEAU BRUMMELL**—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).

**BETRAYED**—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).

**BRIGADOON**—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(AnsoColor)—(CinemaScope)—(502).

**CREST OF THE WAVE**—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(511)—(1.75-1).

**DEEP IN MY HEART**—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(512)—(1.75-1).

**DR. JEKYLL AND MR. HYDE**—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).

**GONE WITH THE WIND**—D—Clark Gable, Vivien Leigh, Olivia de Havilland, Leslie Howard—Reissue should have wide appeal—222m.—see June 2 issue—(Technicolor)—(430)—(1.75-1)—(SS).

**HER TWELVE MEN**—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnsoColor)—(Print by Technicolor)—(429)—(1.75-1).

**JULIUS CAESAR**—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).

**LAST TIME I SAW PARIS, THE**—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(510)—(1.75-1).

**ROGUE COP**—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—(1.75-1).

**SEVEN BRIDES FOR SEVEN BROTHERS**—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(AnsoColor)—(CinemaScope)—(426).

**STUDENT PRINCE, THE**—MU—Ann Blyth, Edmund Purdom, John Ericson—Names will help entertaining musical—107m.—see June 2 issue—(AnsoColor)—(CinemaScope)—(424).

**TARZAN ESCAPES**—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue—(509).

**TARZAN THE APE MAN**—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B—(508).

**VALLEY OF THE KINGS**—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

**WOMAN'S FACE, A**—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

## TO BE REVIEWED OR IN PRODUCTION

**BEDEVILLED**—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France)—(515).

**BLACKBOARD JUNGLE**—Glenn Ford, Anne Francis, Louis Calhern.

**COBWEB, THE**—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

**GLASS SLIPPER, THE**—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).

**GREEN FIRE**—Stewart Granger, Grace Kelly, Paul Douglas—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(Made in Colombia)—(516).

**HIT THE DECK**—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).

**INTERRUPTED MELODY**—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

**INVITATION TO THE DANCE**—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

**IT'S ALWAYS FAIR WEATHER**—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

**JUPITER'S DARLING**—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).

**LOVE ME OR LEAVE ME**—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

**MANY RIVERS TO CROSS**—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(517).

**MARAUDERS, THE**—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).

**MOONFLEET**—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).

**PRODIGAL, THE**—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).

**SCARLET COAT, THE**—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

## Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

**COUNTRY GIRL, THE**—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue—(5409).

**GREATEST SHOW ON EARTH, THE**—D—Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, James Stewart, Gloria Grahame—Reissue of circus drama has the angles—151m.—see June 2 issue—(Technicolor)—(5325).

**REAP THE WILD WIND**—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor)—(R-5403).

**REAR WINDOW**—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).

**SABRINA**—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).

**SECRET OF THE INCAS**—MD—Charlton Heston, Robert Young, Nicole Maurey—Interesting adventure programmer—101m.—see June 2 issue—Leg.: B—(Technicolor)—(5318).

**THREE RING CIRCUS**—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).

**WHITE CHRISTMAS**—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(5430)—(PS).



## TO BE REVIEWED OR IN PRODUCTION

- AIR COMMAND**—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).
- BRIDGES AT TOKO-R1, THE**—William Holden, Fredric March, Grace Kelly, Mickey Rooney—(Technicolor)—(5405)—(PS).
- CONQUEST OF SPACE**—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).
- COURT JESTER, THE**—Danny Kaye, Glynis Johns—(Technicolor)—(VistaVision)—(PS).
- DESPERATE HOURS, THE**—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).
- EDDIE FOY STORY, THE**—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).
- FAR HORIZONS, THE**—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).
- GIRL RUSH, THE**—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).
- HELL'S ISLAND**—John Payne, Mary Murphy—(Technicolor)—(VistaVision)—(PS).
- LUCY GALLANT**—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).
- MAMBO**—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).
- ROSE TATTOO, THE**—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).
- RUN FOR COVER**—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS).
- TEN COMMANDMENTS, THE**—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).
- TO CATCH A THIEF**—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).
- TROUBLE WITH HARRY, THE**—Edmund Gwenn, Shirley Maclaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).
- ULYSSES**—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).
- WE'RE NO ANGELS**—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).
- YOU'RE NEVER TOO YOUNG**—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

## RKO

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

- AFRICA ADVENTURE**—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).
- CATTLE QUEEN OF MONTANA**—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor)—(505).
- EVERY GIRL SHOULD BE MARRIED**—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).
- GUNGA DIN**—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).
- HANS CHRISTIAN ANDERSEN**—DMU—Danny Kaye, Farley Granger, Jeanmarie—Star value will make the difference in general release—111m.—see Sept. 8 issue—(Technicolor)—(551).
- HANSEL AND GRETEL**—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor)—(508).
- LOST PATROL, THE**—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).
- PASSION**—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).
- SHE WORE A YELLOW RIBBON**—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue—(Technicolor)—(572).
- SINS OF ROME**—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg: B—(Italian-made)—(Dubbed in English)—(414).
- STATION WEST**—W—Dick Powell, Jane Greer, Agnes Moorehead—Names should help reissue—92m.—see June 2 issue—(478).
- SUSAN SLEPT HERE**—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg: B—(Technicolor)—(501).
- THING FROM ANOTHER WORLD, THE**—SFD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Science fiction reissue offers exploitation possibilities—80m.—see June 2 issue—(477).
- THIS IS MY LOVE**—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg: B—(Pathe Color)—(504).
- WINDOW, THE**—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

## TO BE REVIEWED OR IN PRODUCTION

- AMERICANO, THE**—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor).
- CONQUEROR, THE**—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).
- ESCAPE TO BURMA**—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).
- JET PILOT**—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScope).
- QUEST FOR THE LOST CITY**—Dana and Ginger Lamb—(Color)—(Made in Guatemala).
- SEVEN BAD MEN**—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).
- SON OF SINBAD**—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.
- TARZAN'S HIDDEN JUNGLE**—Gordon Scott, Vera Miles—(507).
- UNDERWATER!**—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(Superscope)—(506).

## Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)  
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

- ATOMIC KID, THE**—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the dualers—86m.—see Dec. 15 issue—(5314).
- OUTCAST, THE**—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).
- ROOGIE'S BUMP**—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).
- SAVAGE FRONTIER**—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).
- SHANGHAI STORY, THE**—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).
- SHE WOLF, THE**—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg: B—(Italian-made)—(Dubbed in English)—(5312).
- TOBOR THE GREAT**—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).
- TROUBLE IN THE GLEN**—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor).

## TO BE REVIEWED OR IN PRODUCTION

- ADMIRAL HOSKINS STORY**—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).
- AFRICAN MANHUNT**—Myron Healey, Karen Booth, John Kellog.
- CAROLINA CANNONBALL**—Judy Canova, Ross Elliott, Andy Clyde.
- HELL'S OUTPOST**—Rod Cameron, Joan Leslie, John Russell—(5315).
- I COVER THE UNDERWORLD**—Sean McClory, Joanne Jordan, Ray Middleton.
- MAGIC FIRE**—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).
- SANTA FE PASSAGE**—John Payne, Rod Cameron, Faith Domergue—(Trucolor).
- TIMBERJACK**—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Trucolor).
- TROUBLE IN STORE**—Norman Wisdom, Margaret Ruth-erford, Moire Lister—(Rank)—(English-made)—85m.

## 20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

- ADVENTURES OF HAJJI BABA, THE**—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(424).
- BLACK 13**—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made)—(428).
- BLACK WIDOW**—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).
- BROKEN LANCE**—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).
- CARMEN JONES**—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(422).
- DEMETRIUS AND THE GLADIATORS**—MD—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).
- DESIREE**—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).
- EGYPTIAN, THE**—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg: B—(Color by DeLuxe)—(CinemaScope)—(420).

- FLIGHT OF THE WHITE HERON**—see Royal Tour of Queen Elizabeth and Philip, The
- GAMBLER FROM NATCHEZ, THE**—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg: B—(Print by Technicolor)—(417).
- GARDEN OF EVIL**—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).
- OUTLAW'S DAUGHTER, THE**—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color)—(427).
- PRINCESS OF THE Nile**—COSMD—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the dualers—71m.—see June 16 issue—(Technicolor)—(414).
- RAID, THE**—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).
- ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE**—(Flight of The White Heron)—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).
- THERE'S NO BUSINESS LIKE SHOW BUSINESS**—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg: B—(CinemaScope)—(Color by DeLuxe)—(426).
- WOMAN'S WORLD**—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

## TO BE REVIEWED OR IN PRODUCTION

- DADDY LONG LEGS**—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope).
- DEVIL'S HARBOR**—Richard Arlen, Greta Gynt, Mary Germaine—71m.—(429).
- LIFE IN THE BALANCE**—A—Ricardo Montalban, Anne Bancroft—(Made in Mexico).
- MAGNIFICENT MATADOR**—Maureen O'Hara, Anthony Quinn, Richard Denning—(Eastman Color)—(CinemaScope)—(Made in Mexico).
- MAN CALLED PETER**—A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope).
- OTHER WOMAN, THE**—Hugo Haas, Cleo Moore—81m.—(430).
- PRINCE OF PLAYERS**—Richard Burton, Maggie McNamara—(Color)—(CinemaScope).
- RACERS, THE**—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe).
- SEVEN YEAR ITCH, THE**—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).
- SOLDIER OF FORTUNE**—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong).
- TALL MEN, THE**—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).
- THAT LADY**—Olivia DeHavilland, Gilbert Roland, Francoise Rosay—(Color)—(CinemaScope)—(Made in England).
- UNTAMED**—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope).
- VIOLENT SATURDAY**—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemaScope).
- WHITE FEATHER**—Robert Wagner, Debra Paget, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico).

## United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

- ADVENTURES OF ROBINSON CRUSOE**—AD—Dan O'Herlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made in Mexico)—(Dancigers—Ehrlich)—(2-1).
- APACHE**—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).
- BAREFOOT CONTESSA, THE**—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75-1).
- CAPTAIN KIDD AND THE SLAVE GIRL**—MD—Anthony Dexter, Eva Gabor, Alan Hale, Jr.—For the lower half—83m.—see June 2 issue—Leg: B—(Color)—(Wisberg-Pollexfen).
- CHALLENGE THE WILD**—DOC—George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).
- CROSSED SWORDS**—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).
- DIAMOND WIZARD, THE**—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the dualers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).
- DOWN THREE DARK STREETS**—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).



**GOG—SFMD**—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).

**GOLDEN MISTRESS, THE**—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor)—(Made in Haiti)—(Koy-Rybnick)—(1.66-1).

**HOBSON'S CHOICE**—C—Charles Laughton, John Mills, Brenda de Banzie—Laughton's name should aid in the selling—107m.—see June 2 issue—(English-made)—(London)—(1.85-1).

**JESSE JAMES' WOMEN**—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75-1).

**KHYBER PATROL**—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

**KIDNAPPERS, THE** (Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank)—(1.66-1).

**LAWLESS RIDER, THE**—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Roval West).

**LITTLE KIDNAPPERS, THE**—see Kidnappers, The.

**MALTA STORY—HISMD**—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

**MAN WITH A MILLION**—C—Gregory Peck, Jane Griffiths, Ronald Squire—Names should help amusing comedy—90m.—see June 2 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

**OPERATION MANHUNT**—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV).

**RETURN TO TREASURE ISLAND**—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).

**SHIELD FOR MURDER**—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

**SITTING BULL**—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

**SNOW CREATURE**—MD—Paul Longton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder).

**STEEL CAGE, THE**—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

**SUDDENLY**—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

**TWIST OF FATE**—MD—Ginger Rogers, Herbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

**VICTORY AT SEA**—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

**WHITE ORCHID, THE**—MD—William Lundigan, Peggia Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Eastman Color)—(LeBorg)—(1.85-1).

**YOU KNOW WHAT SAILORS ARE**—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

## TO BE REVIEWED OR IN PRODUCTION

**BATTLE TAXI**—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur).

**BEACHCOMBER, THE**—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made).

**BIG HOUSE, U. S. A.**—Broderick Crawford, Ralph Meeker—(Bel-Air).

**BLACK TUESDAY**—Edward G. Robinson, Jean Parker—(Goldstein).

**CANADA'S GREAT MANHUNT**—Edward G. Robinson, George Raft—(Bischoff-Diamond).

**FIREBIRD, THE**—Ellen Rasch, International ballet and opera cast—(Lessor)—(Gevacolor).

**GENTLEMEN MARRY BRUNETTES**—Jone Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

**GOOD DIE YOUNG, THE**—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).

**KENTUCKIAN, THE**—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

**KISS ME DEADLY**—Ralph Meeker, Cloris Leachman, Albert Dekker—(Parklane).

**LILACS IN THE SPRING**—Errol Flynn, Anna Neagle—(Color)—(Wilcox).

**MARTY**—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

**NIGHT OF THE HUNTER, THE**—Robert Mitchum, Shelley Winters—(Gregory).

**NOT AS A STRANGER**—Robert Mitchum, Oivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

**OTHELLO**—Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).

**PURPLE PLAIN, THE**—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

**RING AROUND SATURN**—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

**ROBBERS ROOST**—George Montgomery, Bruce Bennett—(Eastman Color)—(Goldstein-Jacks).

**ROMEO AND JULIET**—Laurence Harvey, Susan Shentall, Flora Robson—(Technicolor)—(English-made)—(Made in Italy)—(Rank).

**SABAKA**—Boris Karloff, Nino Marcel, June Foray—(Technicolor)—(Ferrin)—(Made in India)—77m.

**STAR OF INDIA**—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

**STRANGER ON HORSEBACK**—Joel McCrea, Miroslava—(Color)—(Goldstein).

**SUMMERTIME**—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).

**TIGER AND THE FLAME, THE**—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

**TOP OF THE WORLD**—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Landmark).

**VERA CRUZ**—Gary Cooper, Burt Lancaster, Denise Darce—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).

## Universal-International

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ALWAYS A BRIDE**—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).

**BENGAL BRIGADE**—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor)—(501).

**BLACK HORSE CANYON**—OD—Joel McCrea, Marl Blanchard, Race Gentry—Good outdoor film—81½m.—see June 2 issue—(Technicolor)—(423)—(2-1).

**BLACK SHIELD OF FALWORTH, THE**—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular)—(432).

**DAWN AT SOCORRO**—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

**DESTINY**—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B.

**EGG AND I, THE**—C—Claudette Colbert, Fred MacMurray, Marjorie Main—Reissue has the names and angles—108m.—see June 2 issue—(426)—(1.85-1).

**FOUR GUNS TO THE BORDER**—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

**FRANCIS JOINS THE WACS**—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85-1).

**HIGH AND DRY**—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank)—(486).

**JOHNNY DARK**—ACD—Tony Curtis, Piper Laurie, Don Taylor—Names should help standard outo racing film—85m.—see June 2 issue—(Technicolor)—(424)—(2-1).

**NAKED ALIBI**—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).

**RICOCHET ROMANCE**—C—Marjorie Main, Chill Wills, Pedro Gonzales—Gonzales—For the lower half—80m.—see Nov. 3 issue—(504)—(1.85-1).

**SIGN OF THE PAGAN**—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope)—(505)—(2-D)—(506).

**SO THIS IS PARIS**—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).

**TANGANYIKA**—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).

**WEST OF ZANZIBAR**—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor)—(503).

**YELLOW MOUNTAIN, THE**—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(510)—(2-1).

## TO BE REVIEWED OR IN PRODUCTION

**ABBOTT AND COSTELLO IN THE MUMMY**—But Abbott, Lou Costello.

**ABBOTT AND COSTELLO MEET THE KEYSTONE COPS**—Bud Abbott, Lou Costello, Lynn Bari.

**CAPTAIN LIGHTFOOT**—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

**CHIEF CRAZY HORSE**—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

**CULT OF THE COBRA**—Faith Domergue, Richard Long, Marshall Thompson.

**FAR COUNTRY, THE**—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).

**FEMALE ON THE BEACH**—Joan Crawford, Jeff Chondler, Jan Sterling.

**FOXFIRE**—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

**JUSTICE COMES TO TOMAHAWK**—Lex Barker, Maro Corday, Stephen McNally—(Color).

**KISS OF FIRE**—Jock Palace, Barbara Rush, Rex Reason—(Technicolor)—(Wide-screen).

**LADY GODIVA OF COVENTRY**—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

**LAND OF FURY**—Jack Hawkins, Glynis Johns—(Eastman Color)—(Made in New Zealand)—(Rank).

**LOOTERS, THE**—Rory Calhoun, Julie Adams, Thomas Gomez.

**MA AND PA KETTLE AT WAIKIKI**—Marjorie Main, Percy Kilbride, Lori Nelson.

**MAN WITHOUT A STAR**—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

**PURPLE MASK, THE**—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

**REVENGE OF THE CREATURE**—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

**SHRIKE, THE**—Jose Ferrer, June Allyson, Kendall Clark.

**SIX BRIDGES TO CROSS**—Tony Curtis, Julie Adams, George Nader.

**SMOKE SIGNAL**—Dana Andrews, Piper Laurie—(Print by Technicolor).

**TACEY**—Anne Baxter, Rock Hudson, Julie Adams—(Technicolor).

**THIRD GIRL FROM THE RIGHT**—Rory Calhoun, Piper Laurie, Mamie Van Doren—(Technicolor).

**THIS ISLAND EARTH**—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

**TO HELL AND BACK**—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

## Warners

(1953-54 releases from 301;  
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BIG SLEEP, THE**—MYMD—Humphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue—(407).

**BOUNTY HUNTER, THE**—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

**DRAGNET**—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

**DRUM BEAT**—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

**DUEL IN THE JUNGLE**—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

**HIGH AND THE MIGHTY, THE**—D—John Wayne, Claire Trevor, Laraine Day—High rating—147m.—see June 2 issue—(WarnerColor)—(CinemaScope)—(329).

**KING RICHARD AND THE CRUSADERS**—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

**RING OF FEAR**—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

**SARATOGA TRUNK**—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue—(406).

**STAR IS BORN, A**—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

**TRACK OF THE CAT**—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope)—(405).

## TO BE REVIEWED OR IN PRODUCTION

**ANIMAL WORLD, THE**—Nature documentary—(WarnerColor).

**BATTLE CRY**—Aldo Ray, Mona Freeman, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

**BLOOD ALLEY**—Robert Mitchum, Lauren Bacall.

**EAST OF EDEN**—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

**HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

**JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss—(410).

**LAND OF THE PHARAOHS**—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

**MCCONNELL STORY, THE**—Alan Ladd, June Allyson—(WarnerColor)—(CinemaScope).

**MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

**MOBY DICK**—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

**RIVER CHANGES, THE**—Rosanna Rory, Harold Marish—(Made in Germany).

**SEA CHASE, THE**—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).



**SILVER CHALICE, THE**—Virginia Mayo, Paul Newman, Jack Palance, Pier Angeli—(WarnerColor)—(CinemaScope)—(408).

**STRANGE LADY IN TOWN**—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

**TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

**TARGET ZERO**—Richard Conte, Peggie Castle.

**YOUNG AT HEART**—Doris Day, Frank Sinatra, Ethel Barrymore—(WarnerColor)—(Print by Technicolor)—(409).

## Miscellaneous

(Distributors' addresses will be furnished on request)

**CHAMPAGNE SAFARI**—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

**DAY OF TRIUMPH**—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

**DESPERATE WOMEN, THE**—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

**DUEL IN THE SUN**—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

**EGYPT BY THREE**—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).

**FAST AND THE FURIOUS, THE**—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).

**FORBIDDEN WOMEN**—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

**GARDEN OF EDEN**—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

**HALF WAY TO HELL**—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

**JAMBOREE**—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

**KARAMOJA**—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

**KILL HIM FOR ME**—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

**MYSTERY LAKE**—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

**PRIVATE HELL 36**—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmakers).

**SAVAGE WORLD**—TRAV—Good survey of African life and nature—64m.—see June 2 issue—(Made in Africa)—(Baker-Brill).

**UNCONQUERED, THE**—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

**UNCOVER GIRLS**—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

**VANISHING PRAIRIE, THE**—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

**VARIETEASE**—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ADVENTURE IN ODESSA**—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**ANGELIKA**—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

**ANNA CROSS, THE**—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**ASCENT TO HEAVEN**—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

**BALLET CONCERT**—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).

**BAREFOOT BATTALION**—D—Maria Costi, Nicos Femas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).

**BRIDE WITH A DOWRY**—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**CAROLINE CHERIE**—CD—Martine Carol, Jacques Dacqmine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).

**CASPIAN STORY**—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian-made)—(Color)—(Artkino).

**CITY OF VIOLENCE**—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

**COMPANIONS OF THE NIGHT**—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

**CRIMSON FLOWER, THE**—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

**DANCING WITH CRIME**—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

**DAUGHTERS OF DESTINY**—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is Okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

**DESIRES**—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

**DESPERATE DECISION**—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

**DIRTY HANDS**—D—Pierre Brasseur, Daniel Gelin, Monique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).

**DREAMS OF LOVE**—BIDMU—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

**EDGE OF DIVORCE**—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

**FLAMENCO**—MU—Antonio, Pilar Lopez, Maria Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).

**FOUR WAYS OUT**—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

**FRENCH TOUCH, THE**—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

**GOOD BEGINNING, THE**—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

**HALF A CENTURY OF SONGS**—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

**HEART OF THE MATTER, THE**—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and England)—(Associated Artists).

**ILLEGAL INTERLUDE**—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

**INSPECTOR CALLS, AN**—D—Alastair Sim, Olga Lindo, Arthur Young—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

**INSPECTOR GENERAL, THE**—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nosova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**IT HAPPENED IN IRELAND**—C—Harry O'Donovan, Paddy More, Harry Jameson—Weak comedy for the Irish spots—68m.—see June 2 issue—(Irish-made)—(Rogers-Unger).

**JOHN WESLEY**—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Foir biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

**KINGDOM ON THE WATERS, A**—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

**LE PLAISIR**—COMP—Claude Dauphin, Gaby Morlay, Danielle Dorrieux—Satisfactory for the art houses—90m.—see June 2 issue—Leg.: C—(French-made)—(English titles)—(Mayer-Kingsley).

**LOVERS, HAPPY LOVERS**—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

**MISTRESS, THE**—D—Vera Pashennaya, Mikhail Zharov, N. Shamin—Soviet import is Okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).

**MR. HULOT'S HOLIDAY**—C—Jacques Tati, Nathalie Pascaud, Michelle Rolla—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).

**ONE SUMMER OF HAPPINESS**—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

**OPERATION DIPLOMAT**—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

**PARIS INCIDENT**—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

**PROFILE**—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

**QUEEN IN AUSTRALIA, THE**—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferraniacolor)—(Australian-made)—(Australian News and Information Bureau).

**RED INN, THE**—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

**RUNAWAY BUS, THE**—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

**SCOTCH ON THE ROCKS**—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

**SIDE STREET STORY**—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

**SKANDERBEG**—HISD—Akaki Khava, Besa Imanli, Adivio Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**STARS OF THE RUSSIAN BALLET**—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

**STRATFORD ADVENTURE, THE**—DOC—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

**SUNDERIN (THE STORY OF A SINNER)**—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

**TRUE FRIENDS**—CD—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

**UGETSU**—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

**WELCOME THE QUEEN**—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).



# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3881, 3882, 3883 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Columbia</b>					
<b>Two Reel</b>					
<b>COMEDIES</b>					
<b>ALL-STAR (6)</b>					
7411	(Sept. 30)	The Fire Chaser (Besser).....F		16m.	3873
7412	(Dec. 9)	Kids Will Be Kids .....		16m.	
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon) .....			
<b>ASSORTED FAVORITE REPRINTS (6)</b>					
7421	(Sept. 16)	His Hotel Sweet (Herbert) F		17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke) .....	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)F		16m.	3887
<b>COMEDY FAVORITE RE-RELEASES (6)</b>					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane).....F		17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell) .....	G	16½m.	3865
7433	(Dec. 16)	The Good Bod Egg (DeRita) .....	F	17m.	3887
<b>SERIALS (4)</b>					
7120	(Nov. 11)	Riding With Buffalo Bill....F		15ep.	3880
<b>THE THREE STOOGES (8)</b>					
7401	(Sept. 2)	Knutzy Knights .....	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier .....	F	16m.	3873
7403	(Nov. 4)	Scotched in Scotland .....			
7404	(Jan. 6)	Fling In the Ring .....			
<b>CANDID MICROPHONES</b>					
<b>(Reissues)</b>					
7551	(Sept. 23)	Series 1, No. 1 .....	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2 .....	E	10½m.	
7553	(Jan. 13)	Series 1, No. 3 .....			
<b>COLOR FAVORITES (15)</b>					
<b>(Technicolor)</b>					
<b>(Reissues)</b>					
7601	(Sept. 2)	Imagination .....	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again .....	G	7m.	3857
7603	(Nov. 4)	A Hunting We Wan't Go. G		7½m.	3866
7604	(Nov. 25)	Gifts From the Air .....	G	7m.	3888
7605	(Dec. 9)	Mysto Fox .....	F	7m.	3888
7606	(Jan. 6)	Polar Playmotes .....			
<b>MR. MAGOO (4)</b>					
<b>(Technicolor)</b>					
7701	(Dec. 16)	Destination Magoo .....			
<b>MR. MAGOO SPECIAL</b>					
<b>(Technicolor)</b>					
<b>(CinemaScope)</b>					
7509	(Jan. 6)	When Magoo Flew .....	E	7m.	3857
<b>(1954-55)</b>					
<b>MUSICAL SPECIAL (1)</b>					
7999	(Sept. 2)	Autumn in Rome .....	G	8m.	3843
<b>SCREEN SNAPSHOTS (10)</b>					
7851	(Sept. 23)	Hollywood Movies March On .....	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade .....	F	9½m.	3874
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life .....			
7855	(Jan. 20)	Pennies From Hollywood			
<b>THRILLS OF MUSIC (6)</b>					
<b>(Reissues)</b>					
7951	(Sept. 9)	Ted Weems and Orch.....G		10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.....F		10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys			
<b>UPA ASSORTED CARTOONS (4)</b>					
<b>(Technicolor)</b>					
7501	(Sept. 23)	How Now Boing Boing....E		7½m.	3842

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>WORLD OF SPORTS (10)</b>					
7801	(Sept. 16)	Argentine Athletics .....	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills .....	F	9m.	3874
7803	(Nov. 11)	Skiing the Andes .....			
7804	(Dec. 23)	Rasslin' Redskin .....			
7805	(Jan. 13)	Flying Mallets .....			

## MGM

One Reel

### CARTOONS (16)

(Technicolor)

(T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J).....G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)....G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)....G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA).....G	7m.	3842
W-639	(Nov. 13)	Downhearted Duckling .....	7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA).....	8m.	

### CINEMASCOPE CARTOONS

(Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J) .....	7m.	
C-633	(Dec. 18)	Touché Pussycat (T-J).....	7m.	
		Southbound Duckling (T-J) .....		
		Pup On A Picnic (T-J) ....		

### FITZPATRICK TRAVELTALKS (6)

(Technicolor)

(Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation .....	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuara ....G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes .....	9m.	3866
		Mexican Police on Parade .....		
		Mighty Niagara .....		

### GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J) .....	F	8m.	3842
		Part Time Pal .....			
		Cat Concerto (T-J) .....			
		Dr. Jekyll and Mr. Mouse .....			
		Salt Water Tabby .....			

### PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It.....	F	9m. 3843
S-652	(Dec. 11)	Rough Riding (Tech.) .....		
	(Jan. )	The Man Around the House .....		
	(Feb. )	Keep Young .....	F	9m. 3866
	(.....)	Sports Trix .....		
	(.....)	Just What I Needed .....		

## Paramount

### CARTOON CHAMPIONS (6)

(Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey .....	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda.....G		7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken.....F		7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost .....	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo .....	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise .....	G	9m.	3842

### CASPER CARTOONS (6)

(Technicolor)

B14-1	(Oct. 15)	Boos and Arrows .....	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner .....	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek .....			

### GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs .....	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides .....	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides....E		10m.	
R14-4	(Dec. 10)	Boyhood Thrills .....			
R14-5	(Dec. 24)	The Pike's Peak Arena ....			

### HEADLINER CHAMPIONS THRILLS (6)

(Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amilies .....	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way .....	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy .....	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger.....E		10m.	3843
A14-5	(Oct. 1)	Calling All Animals .....	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds .....	G	10m.	3843

### HERMAN AND CATNIP CARTOONS (4)

(Technicolor)

H14-1	(Nov. 26)	Rail-Rodents .....			
<b>NOVELTOONS (6)</b>					
<b>(Technicolor)</b>					
P14-1	(Oct. 29)	Fido Beta Kappa .....	G	6m.	3857
P14-2	(Dec. 17)	No ifs, Ands or Butts.....			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>PACEMAKERS (6)</b>					
K14-1	(Oct. 2)	Drilling For Girls In Texas .....	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races			
<b>POPEYE CARTOONS (8)</b>					
<b>(Technicolor)</b>					
E14-1	(Nov. 12)	Private Eye Popeye .....	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach .....	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags .....			

## TOPPERS (6)

M14-1	(Nov. 19)	The Nerve of Some People .....	G	10m.	
M14-2	(Dec. 31)	Killers At Bay .....			

### VISTAVISION SPECIAL

T14-1	(Nov. 5)	VistaVision Visits Norway		17m.	
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## RKO

Two Reel

### EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost .....	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors .....	F	17m.	3841
53503	(Nov. 5)	The Big Beef .....	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse .....	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best .....	F	17m.	3865
53506	(Dec. 17)	Home Canning .....	F	16m.	3880

### LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave.....F		18m.	3841
53702	(Oct. 15)	When Wifie's Away.....F		20m.	3841
53703	(Oct. 29)	Cutie On Duty .....	F	17m.	3841
53704	(Nov. 12)	Twin Husbands .....	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk .....	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde .....	F	18m.	3880

### RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade .....	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads....G		18m.	3842

### SPECIALS (8)

53101	(Oct. 8)	The Iron Fence .....	G	19m.	3857
53102	(Nov. 12)	Circus Trainer .....	E	17m.	3887
53103	(Dec. 17)	Fast Freight .....			

### SPORT SPECIALS (2)

53901	(Dec. 10)	Football Highlights .....		15½m.	
53801	(Apr. 15)	Basketball Highlights .....			

### MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog .....	F	21m.	3842
53202	(Nov. 5)	Pal's Return .....	F	20m.	3842

One Reel

### SCREENLINERS (13)

54201	(Sept. 17)	House Of Knowledge ....F		8m.	3857
54202	(Oct. 15)	Alpine Fortress .....	G	8m.	3857
54203	(Nov. 12)	Just Pets .....	G	8m.	
54204	(Dec. 10)	Cinema Capers .....			

### SPORTSCOPE (13)

54301	(Sept. 3)	Alaskan Trout .....	F	8m.	3844
54302	(Oct. 1)	British Empire Games ....G		8m.	3857
54303	(Oct. 29)	Willie Mays .....	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede .....	G	8m.	
54305	(Dec. 24)	Sports Island .....			

### WALT DISNEY CARTOONS (18)

(Technicolor)

<b>(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)</b>					
54101	(Oct. 15)	Social Lion .....	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D) .....	G	7m.	3887

### WALT DISNEY CINEMASCOPE CARTOONS (6)

(Technicolor)

(Jan. 14) No Hunting (D) .....

## Republic

SERIALS (4)

5481	(July 19)	Man With the Steel Whip F		12ep.	3811
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Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>20th Century-Fox</b>					
<b>CINEMASCOPE SPECIALS</b>					
<b>(Color)</b>					
7401	(Nov. )	The Coronation Parade.....G		7 1/2m. 3667	
7402	(Jan. )	Dancers of the Deep.....G		6m. 3683	
7403	(Dec. )	Vesuvius Express.....G		15m. 3676	
7404	(Dec. )	Finale from Tchaikowsky's Symphony Number Four.....G		6m. 3673	
7405	(Feb. )	Polovetzian Dances From Prince Igor.....E		8m. 3683	
7406	(Feb. )	Tournament of Roses.....E		18m. 3699	
7407	(Mar. )	The New Venezuela.....E		10m. 3723	
7408	(Mar. )	Haydn's Farewell Symphony.....E		9m. 3722	
7409	(Aug. )	Jet Carrier.....G		17m. 3811	
7410	(May )	The First Piano Quartette.....G		10m. 3758	
7411	(May )	Motion Picture Stunt Pilot.....G		17m. 3773	
7412	(June )	Stephen Foster Medley.....			
7413	(June )	Valley Of The Nile.....			
7414	(.....)	Miracle of Stereophonic Sound, The.....G		11m.	
7415	(Apr. )	Roger Wagner Chorale.....E		8m. 3739	
7416	(Apr. )	New Horizons.....G		10m. 3731	
7417	(May )	Land of Legend.....G		9m. 3758	
7418	(July )	Piano Encares.....G		10m. 3805	
7419	(June )	Calypso Cruise.....F		9m. 3799	
7420	(Sept. )	Pride of the Nation.....F		12m. 3849	
7421	(Oct. )	Fabulous Las Vegas.....G		18m. 3856	
7422	(Nov. )	The CinemaScope Parade.....G		22m. 3873	
7423	(Oct. )	El Toro.....		9m.	
7424	(Dec. )	Queen's Guard.....			
7425	(Oct. )	The Empire Games.....E		13m. 3874	
7426	(Nov. )	Flying To Fish.....G		16m. 3887	
7427	(Nov. )	Far East Bastions.....		10m.	
(.....)	(.....)	Tuna Fishing.....		16m.	
(.....)	(.....)	American Railroads.....			
(.....)	(.....)	Orient Express.....			

**One Reel**  
**SEE IT HAPPEN (6)**

6401	(Apr. )	Accent on Courage.....G		9m. 3731	
6402	(July )	Tumult.....F		9m. 3799	
6403	(Aug. )	Isle Of Destiny.....F		9m. 3857	

**SPORTS (6)**

3401	(Apr. )	Touchdown Trophies.....G		8m. 3799	
3402	(July )	Dizzy Diving.....G		8m. 3806	
3403	(Sept. )	Sporty Simlans.....G		8m. 3857	

**TERRYTOONS (16)**  
**(Technicolor)**

5401	(Jan. )	Little Roquefort in Runaway Mouse.....F		7m. 3639	
5402	(Jan. )	Dimwit in How to Relax.....F		7m. 3639	
5404	(Feb. )	Heckle and Jeckle in Blind Date.....F		7m. 3682	
5405	(Feb. )	Nonsense Newsreel.....G		7m. 3691	
5407	(Mar. )	Mighty Mouse in the Helpless Hippo.....F		7m. 3691	
5408	(Mar. )	Terry Bears in Pet Problems.....F		7m. 3691	
5410	(Apr. )	Little Roquefort in Prescription for Percy.....F		7m. 3699	
5411	(Apr. )	Heckle and Jeckle in Satisfied Customers.....F		7m. 3722	
5413	(May )	Tall Tale Teller.....F		7m. 3731	
5414	(May )	Arctic Rivals.....F		7m. 3730	
5416	(June )	Terry Bears in a Howling Success.....F		7m. 3774	
5418	(July )	Pride of the Yard.....F		7m. 3798	
5420	(Aug. )	Little Roquefort in the Cat's Revenge.....F		7m. 3857	
5422	(Sept. )	Mighty Mouse in the Reformed Wolf.....F		7m. 3857	
5424	(Nov. )	Heckle and Jeckle in Blue Plate Symphony.....F		7m. 3874	

**TERRYTOON TOPPER REISSUES (10)**

5403	(Jan. )	The Helicopter.....F		7m. 3683	
5406	(Feb. )	Much Ado About Nothing.....G		7m. 3683	
5409	(Mar. )	The Frog and the Princess.....F		7m. 3682	
5412	(Apr. )	Mighty Mouse in the Wreck of the Hesperus.....F		6 1/2m. 3722	
5415	(May )	Gandy Goose in Ghost Town.....F		6 1/2m. 3750	
5417	(June )	A Day in June.....F		7m. 3788	
5419	(July )	Gandy Goose in Fisherman's Luck.....G		7m. 3788	
5421	(Aug. )	Ants in Your Pantry.....F		7m. 3788	
5423	(Oct. )	A Wicky Wacky Romance.....F		7m. 3788	
5425	(Dec. )	A Torrid Toreador.....F		7m. 3788	

**United Artists**

**SPORTS SPECIAL**

Marciano-Charles Fight.....G	21m. 3848
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Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Universal-International</b>					
<b>Two Reel</b>					
<b>MUSICAL FEATURETTES (13)</b>					
9301	(Nov. 12)	Carnival in April.....F		18m. 3691	
9302	(Dec. 24)	David Rose and Orch.....F		15 1/2m. 3682	
9303	(Jan. 22)	Hawaiian Nights.....F		17m. 3682	
9304	(Feb. 26)	Jimmy Wakely's Jamboree.....G		15 1/2m. 3713	
9305	(Apr. 23)	Rhythm and Rhyme.....F		15m. 3730	
9306	(May 28)	The Four Aces Sing.....G		15m. 3766	
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Corral Cuties.....G		15m. 3773	
9308	(July 26)	Birth of a Band.....F		15m. 3798	
9309	(Aug. 16)	College Capers.....G		16m. 3805	
9310	(Oct. 11)	Going Strong.....G		14m. 3848	
9311	(Oct. 25)	Leave It To Harry.....G		16m. 3887	
<b>3-D MUSICAL FEATURETTES (1)</b>					
9101	(Nov. 12)	Carnival in April.....F		18m. 3691	
<b>SPECIALS (3)</b>					
<b>(Color)</b>					
9201	(Feb. 14)	Perils of the Forest.....G		17m. 3706	
9202	(June 13)	The Hottest 500.....G		16m. 3766	

**One Reel**

**COLOR PARADES (8)**

9381	(Feb. 8)	Go South Amigos.....G		9m. 3683	
9382	(Mar. 1)	Royal Mid-Ocean Visit.....F		10m. 3707	
9383	(Apr. 12)	Rolling in Style.....G		9 1/2m. 3767	
9384	(May 10)	Fair Today.....F		9 1/2m. 3806	
9385	(June 14)	Talent Scout.....G		9m. 3767	
9386	(July 19)	Star Studded Ride.....F		9m. 3806	
9387	(Sept. 20)	Bonus Land.....F		9m. 3849	
9388	(Oct. 25)	Holiday Ahead.....F		10m.	

**VARIETY VIEWS (8)**

9341	(Nov. 16)	Byways To Broadway.....G		9m. 3631	
9342	(Jan. 4)	Bow River Valley.....G		9m. 3683	
9343	(Feb. 22)	Brooklyn Goes to Chicago.....G		9 1/2m. 3683	
9344	(Apr. 12)	Moving Thru Space.....G		9m. 3758	
9345	(July 26)	Stallions on Parade.....G		9 1/2m. 3806	
9346	(Aug. 30)	Brooklyn Goes to Philadelphia.....F		9m. 3849	
9347	(Sept. 27)	Dear Myrtle.....G		10m.	
9348	(Oct. 25)	Port Of Merchants.....F		10m.	

**VISTARAMA SPECIAL**

(CinemaScope and other aspect ratios)  
(Eastman Color)

(Nov. )	Speed Sub-Zero.....G	9 1/2m. 3874
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**WALTER LANTZ CARTUNES (13)**

(Technicolor)

9321	(Dec. 21)	Chilly Willy.....F		6m. 3632	
9322	(Jan. 18)	Sacko in Morocco.....G		6m. 3691	
9323	(Feb. 15)	A Horse's Tale.....G		6m. 3707	
9324	(Mar. 15)	Alley In Bali.....F		6m. 3730	
9325	(May 10)	Under the Counter Spy.....G		6m. 3767	
9326	(Apr. 12)	Dig That Dog.....F		6m. 3730	
9327	(June 7)	Hay Rube.....F		6m. 3774	
9328	(July 5)	Hot Rod Hucksters.....F		6m. 3798	
9329	(Aug. 2)	Broadway Bow Wows.....F		6m. 3805	
9330	(Aug. 30)	Pig in a Pickle.....F		6m. 3805	
9331	(Sept. 20)	Real Gone Woody.....F		6m. 3849	
9332	(Oct. 11)	Fine Feathered Frenzy.....F		6m. 3849	
9333	(Oct. 25)	Convict Concerto.....F		6m. 3849	

**WOODY WOODPECKER REISSUES (6)**

(Technicolor)

9351	(Feb. 22)	Smoked Hams.....G		6m. 3707	
8353	(Mar. 29)	Coo Coo Birds.....F		6m. 3766	
9353	(Apr. 26)	Well Oiled.....B		7m. 3774	
9354	(May 30)	Overture to Wm. Tell.....F		6m. 3774	
9355	(June 28)	Solid Ivory.....G		7m. 3774	
9356	(July 26)	Woody the Giant Killer.....F		7m. 3774	

**Warners**

**SPECIALS (12)**

(Technicolor)

2001	(Sept. 11)	Gay Parisian.....E		20m. 3841	
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor).....G		17m. 3865	
2003	(Nov. 6)	Mariners Ahoy.....G		17m. 3880	
2004	(Jan. 8)	Where Winter Is King.....			
2005	(Dec. 4)	Bill Of Rights.....			

**CLASSICS OF THE SCREEN (6)**

2101	(Sept. 25)	Wells Fargo Days.....F		20m. 3842	
2102	(Nov. 20)	Camera Hunting.....G		19m. 3880	
2103	(Jan. 22)	Three Cheers For The Girls.....			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>One Reel</b>					
<b>BLUE RIBBON HIT PARADES (13)</b>					
<b>(Reissues)</b>					
<b>(Technicolor)</b>					
2301	(Sept. 11)	Rhapsody In Rivets.....E		7m. 3842	
2302	(Oct. 16)	Inki At The Circus.....F		7m. 3842	
2303	(Nov. 6)	Foxy Duckling.....G		7m. 3880	
2304	(Nov. 27)	The Shell-Shocked Egg.....F		7m. 3880	
2305	(Dec. 25)	Trial of Mr. Wolf.....G		7m. 3888	

**BUGS BUNNY SPECIALS (8)**

(Technicolor)

2723	(Nov. 13)	Lumber Jack-Rabbit.....F		7m. 3874	
2724	(Dec. 18)	Baby Buggy Bunny.....			

**JOE McDOAKES COMEDIES (6)**

2401	(Oct. 30)	So You're Taking In A Raamer.....F		10m. 3866	
2402	(Dec. 18)	So You Want To Know Your Relatives.....			
2403	(Jan. 29)	So You Don't Trust Your Wife.....			

**MELODY MASTER BANDS REISSUES (6)**

2801	(Sept. 4)	Melody Of Youth.....G		10m. 3843	
2802	(Oct. 23)	Skinny Ennis and Orch. E		10m. 3843	
2803	(Jan. 1)	South American Sway... F		9m. 3880	

**MERRIE MELODIES (22)**

(Technicolor)

2701	(Sept. 4)	Gone Batty.....G		7m. 3842	
2702	(Sept. 18)	Goo Goo Goliath.....G		7m. 3866	
2703	(Oct. 2)	By Word Of Mouse.....F		7m. 3866	
2704	(Oct. 16)	From A To Z-Z-Z.....E		7m. 3880	
2705	(Oct. 30)	Quack Shot.....G		7m. 3880	
2706	(Nov. 27)	My Little Duckaroo.....G		7m. 3880	
2707	(Dec. 11)	Sheep Ahoy.....			
2708	(Jan. 1)	Pizzicato Pussycat.....			
2709	(Jan. 15)	Feather Dusted.....			
2710	(Jan. 29)	Pests For Guests.....			

**THE SPORTS PARADE (10)**

(Technicolor)

2501	(Sept. 18)	Circus On Ice.....F		10m. 3844	
2502	(Oct. 23)	Hatteras Honkers.....F		10m. 3866	
2503	(Dec. 11)	Rodeo Roundup.....			
2504	(Jan. 15)	Silver Blades.....			

**WARNER VARIETIES (7)**

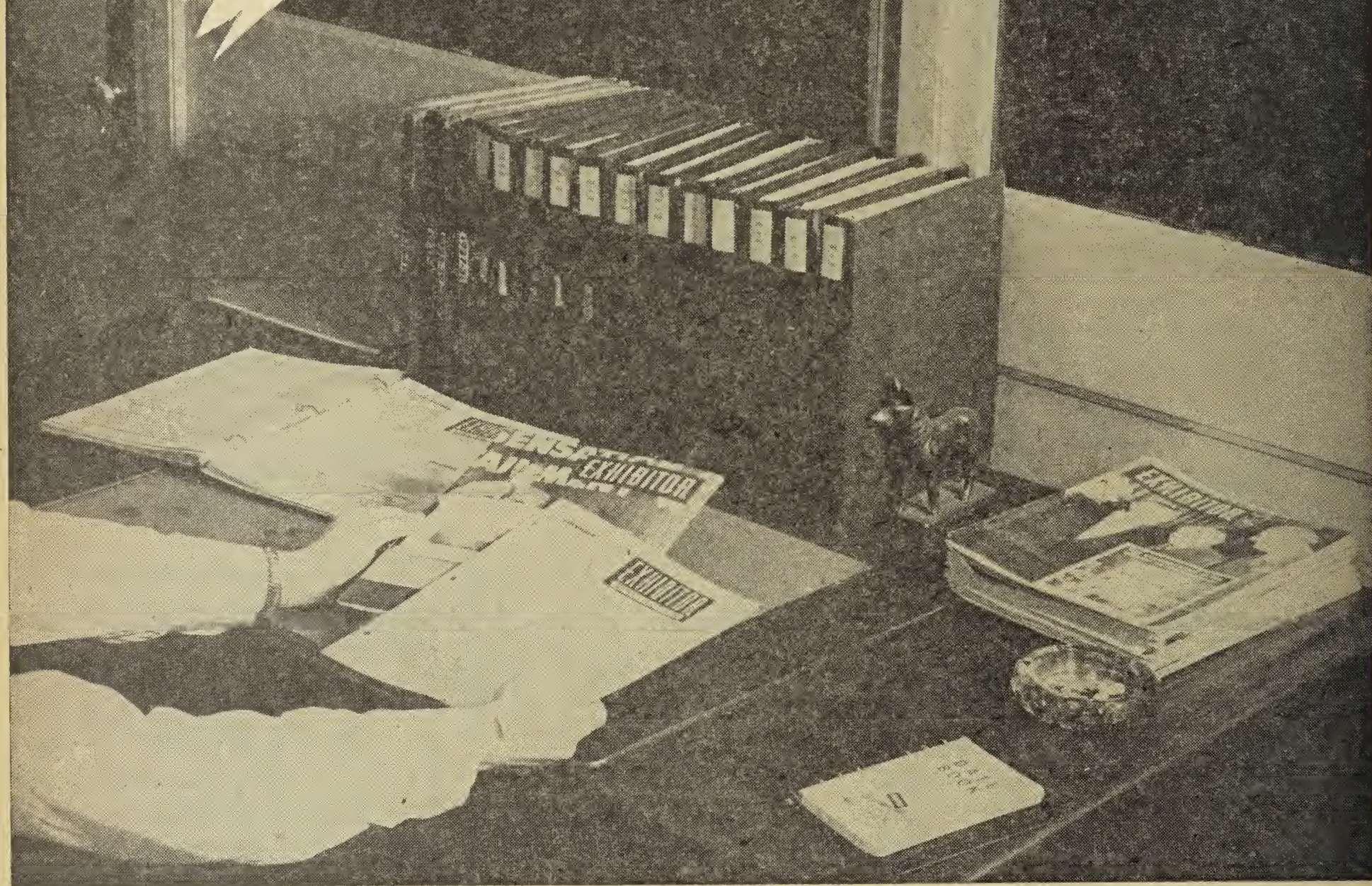
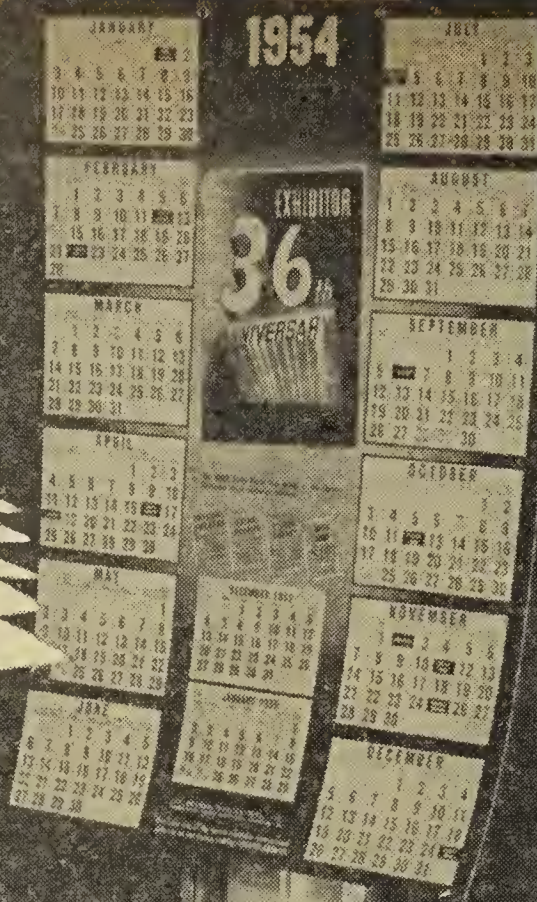
2601	(Oct. 2)	This Mechanical Age.....G		10m. 3866	
2602	(Nov. 13)	Ski Flight.....F		9m. 3888	
2603	(Dec. 25)	Bit Of The Best.....			

**MISCELLANEOUS**

Alien Orders (COI) .....	F	10m. 3857
Chevalier de Menilmontant (Burstyn) .....	G	14m. 3873
Composers In Clay (United World) .....	G	22m. 3856
For Peace and Friendship (Color) (Artkino) .....	F	39m. 3887
Henri De Toulouse Lautrec (Pictura) .....	F	17m. 3856
Illegitimate Child (Savcolor) (Artkino) .....	F	16m. 3873
Lesson In Anatomy, A (IFE) .....	F	11m. 3849
Lost Paradise, The (Pictura) .....	G	11m. 3857
Mystery Of Leonardo, The (IFE).....	F	10m. 3848
New Van Gogh, The (IFE) .....	G	15m. 3856
Paul Gauguin (Pictura) .....	G	13m. 3848
Romantic Youth (Burstyn) .....	F	15m. 3865
Sister Alenoushka and Brother Ivanusha (Color) (Artkino) .....	F	13m. 3841
Songs Of The Russian Land (Sovcolor) (Artkino) .....	F	41m. 3841
Story of Light, The (Color) (Bondy) .....	E	9m. 3866
USSR Today No. 19 (Artkino) .....	F	12m. 3844
USSR Today No. 24 (Artkino).....	F	19m. 3874
World of Life, The No. 1 (Meadow) .....	G	16m. 3873
World of Life, The No. 7 (Meadow) .....	G	16m. 3873
World of Life, The No. 13 (Meadow) .....	F	16m. 3873
World of Life, The No. 15 (Meadow) .....	G	15m. 3873



The ONE BEST since 1936.  
Better REVIEWS!  
More REVIEWS!  
And MOST EASILY  
SAVEABLE!



SAVEABLE REVIEW SERVICES were an innovation by MOTION PICTURE EXHIBITOR in 1936. Prior to that year many Trade Papers reviewed features and shorts, or at least listed them for reference purposes;—but *none* followed any uniform style or method that permitted saving in other than a heterogeneous glob in a scissors and paste pot scrapbook.

MOTION PICTURE EXHIBITOR changed all this! In 1936 it introduced a separate, saveable section, in which all reviews and indexes relating to any particular year were carefully brought to the executive theatreman for

his current and future knowledge. Now imitated or adapted by most other Trade Papers, the basic method has never been improved.

But MOTION PICTURE EXHIBITOR went further than this! **ONLY** MOTION PICTURE EXHIBITOR, down through the years, has maintained a 100% Review Coverage of *ALL* features and of *ALL* shorts, whether foreign or domestic, that were available to Executive Theatreman consideration. **ONLY** in MOTION PICTURE EXHIBITOR has continued to appear the **MOST COMPLETE** of all Reviewing Services. The record speaks for itself!

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Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER	NOVEMBER
Target Earth R. Denning, V. Grey, K. Crowley  Cry Vengeance M. Stevens, M. Hyer	The Black Knight A. Ladd, P. Medina (Technicolor) (Made in England)  Fire Over Africa M. O'Hara, M. Carey (Technicolor)  Cannibal Attack J. Weissmuller, J. Walsh, D. Bruce  The Affairs of Messalina M. Felix, G. Marchal (Italian-made)	The Siege (Spanish-made)          A Race Far Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Chaney, M. Roth (AnascoColor) (Made in El Salvador)	Athena J. Powell, D. Reynolds, V. Damane (Eastman Color) (Print by Technicolor)  The Last Time I Saw Paris E. Taylor, V. Johnson, D. Reed (Technicolor)  Tarzan The Ape Man Tarzan Escapes (Reissues)	White Christmas B. Crosby, D. Kaye, R. Clooney (Technicolor) (VistaVision)          Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	Cattle Queen Of Montana B. Stanwyck, R. Reagan (Technicolor) (SuperScope)          This Is My Love L. Darnell, D. Duryea, F. Domergue (Pathé color)	The Shanghai Story R. Raman, E. O'Brien          The She-Wolf Kerima (Italian-made) (Dubbed in English)	Black Widow G. Rogers, V. Heflin, G. Tierney (Color by DeLuxe) (CinemaScope)          Desiree M. Brando, J. Simmons, M. Oberon (Color by DeLuxe) (CinemaScope)  The Outlaw's Daughter B. Williams, K. Ryan (Eastman Color)  Black 13 P. Reynolds, R. Anderson (English-made)	The White Orchid W. Lundigan, P. Castle (Color) (LeBorg) Twist Of Fate G. Rogers, J. Bergerac (Made in France) (Setton-Sloan) Shield Far Murder E. O'Brien M. English (Schenck-Koch) You Know What Sailors Are A. Tamiroff, D. Sinden (Technicolor) (English-made)  Snow Creature P. Langton, L. Denison (Wilder)	Four Guns To The Border R. Calhoun, C. Miller, G. Nader (Technicolor)  Ricachet Romance M. Main, C. Wills  Bengal Brigade R. Hudson, A. Dahl (Technicolor)	Drum Beat A. Ladd, A. Dalton (WarnerColor) (CinemaScope)  Track Of The Cat R. Mitchum, D. Lynn, T. Wright (WarnerColor) (CinemaScope)
DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER
Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)  Part Of Hell D. Clark, C. Matthews, W. Morris	Phffft J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	A Race Far Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Chaney, M. Roth (AnascoColor) (Made in El Salvador)	Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)  Battleground The Asphalt Jungle (Re-issues)	Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)  The Americano G. Ford, C. Romero, U. Theiss (Technicolor)	Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss  Hell's Outpost R. Cameron, J. Leslie, C. Wills	There's No Business Like Shaw Business E. Merman, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine (English-made)  The Other Woman H. Haas, C. Moore	Vera Cruz G. Cooper, B. Lancaster, D. Darcel (Technicolor) (SuperScope) (Hecht-Lancaster)  Romeo and Juliet L. Harvey, S. Shentall (Technicolor) (Rank)  The Steel Cage P. Kelly, M. O'Sullivan (Swarttz-Daniger)	Sign Of The Pagan J. Chandler, J. Palance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)  The Yellow Mauntain L. Barker, M. Powers, H. Duff (Technicolor)	The Big Sleep Sarataga Trunk (Reissues)
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
The Big Combo C. Wilde, R. Conte, J. Wallace  Bawery Ta Bagdad Bowery Boys  Treasure of the Ruby Hills Z. Scott, C. Matthews, D. Foran	The Violent Men G. Ford, B. Stanwyck, E. G. Robinson (Technicolor) (CinemaScope)  The Bamboo Prison R. Francis, D. Foster  Mastersan Of Kansas G. Montgomery, N. Gates (Technicolor)	They Were So Young S. Brady, R. Burr, J. Matz (Made in Germany)  The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney	Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)  Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	Tarzan's Hidden Jungle G. Scott, V. Miles  Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)	Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein)  The Beachcomber G. Johns, R. Newton (Technicolor) (Rank)  Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein)  The Beachcomber G. Johns, R. Newton (Technicolor) (Rank)  Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)  Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)  West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)	

OBSERVATIONS

Dec. 25—Christmas Day  
Jan. 1—New Year's Day

MOON PHASES

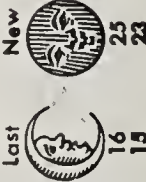
DECEMBER ..... 3  
JANUARY ..... 1-31

Quarter

2 Full

3 Last

4 New



25 23  
16 15  
9 8

FILMAKERS

Dec.—Crashout—W. Bendix, A. Kennedy, B. Michaels



WHEN BARBARA  
STRIPS OFF HER PETTICOATS  
AND STRAPS ON HER GUNS

**ACTION**

BEGINS AT THE BOXOFFICE!



BARBARA STANWYCK

RONALD REAGAN

**CATTLE QUEEN**  
OF MONTANA

print by **TECHNICOLOR**

GENE EVANS • LANCE FULLER • Directed by ALLAN DWAN • Screenplay by ROBERT BLEES & HOWARD ESTABROOK • Produced by BENEDICT BOGEAUS



**MOTION PICTURE**

# EXHIBITOR

**DECEMBER 29, 1954** GENERAL EDITION  
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **DCA Reveals Release Plans**

(Page 5)

## **IATSE, Distribs Agree On Pact**

(page 12)

AND FEATURING: THE SERVICESECTION

The tag end of 1954 certainly belonged to composer Irving Berlin, who had the unprecedented honor of being responsible for two films currently racking up fat grosses, Paramount's "White Christmas" and 20th-Fox's "There's No Business Like Show Business," both of which will carry strong into the New Year. All this makes Berlin the man of the holiday season and gives the little fellow on his shoulder cause for merriment.







## BOX-OFFICE KISS!

"From 'Deep In My Heart'  
I wish you a very  
Happy  
Box-office New Year!"

### "DEEP IN MY HEART"

Biggest 1st Week Gross of Any Xmas Picture in Music Hall History! (Nationwide tip-off Paul Hochuli of Houston Press has revised his 10 BEST list to include it! Watch for more!)

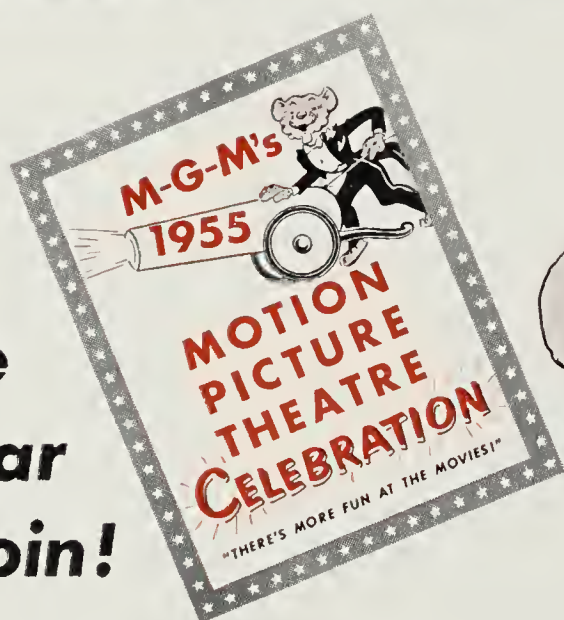
### "THE LAST TIME I SAW PARIS"

Great Business Coast-to-Coast

### "BAD DAY AT BLACK ROCK"

Audience Preview Sensational

Start the  
New Year  
Right! Join!



**JUST A  
FEW OF  
M-G-M's  
CELEBRA-  
TION  
RELEASES!**

Ask your  
Branch for  
other fine films  
available!

#### "BAD DAY AT BLACK ROCK" (January)

(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

#### "GREEN FIRE" (January)

(CinemaScope—Color) • starring Stewart Granger • Grace Kelly Paul Douglas • co-starring John Ericson • with Murvyn Vye

#### "MANY RIVERS TO CROSS" (February)

(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

#### "JUPITER'S DARLING" (February)

(CinemaScope—Color) • starring Esther Williams • Howard Keel Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

#### "HIT THE DECK" (March)

(CinemaScope—Color) • starring Jane Powell • Tony Martin Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond Ann Miller • Russ Tamblyn • with Kay Armen • J. Carol Naish Richard Anderson • Jane Darwell

#### "INTERRUPTED MELODY" (March)

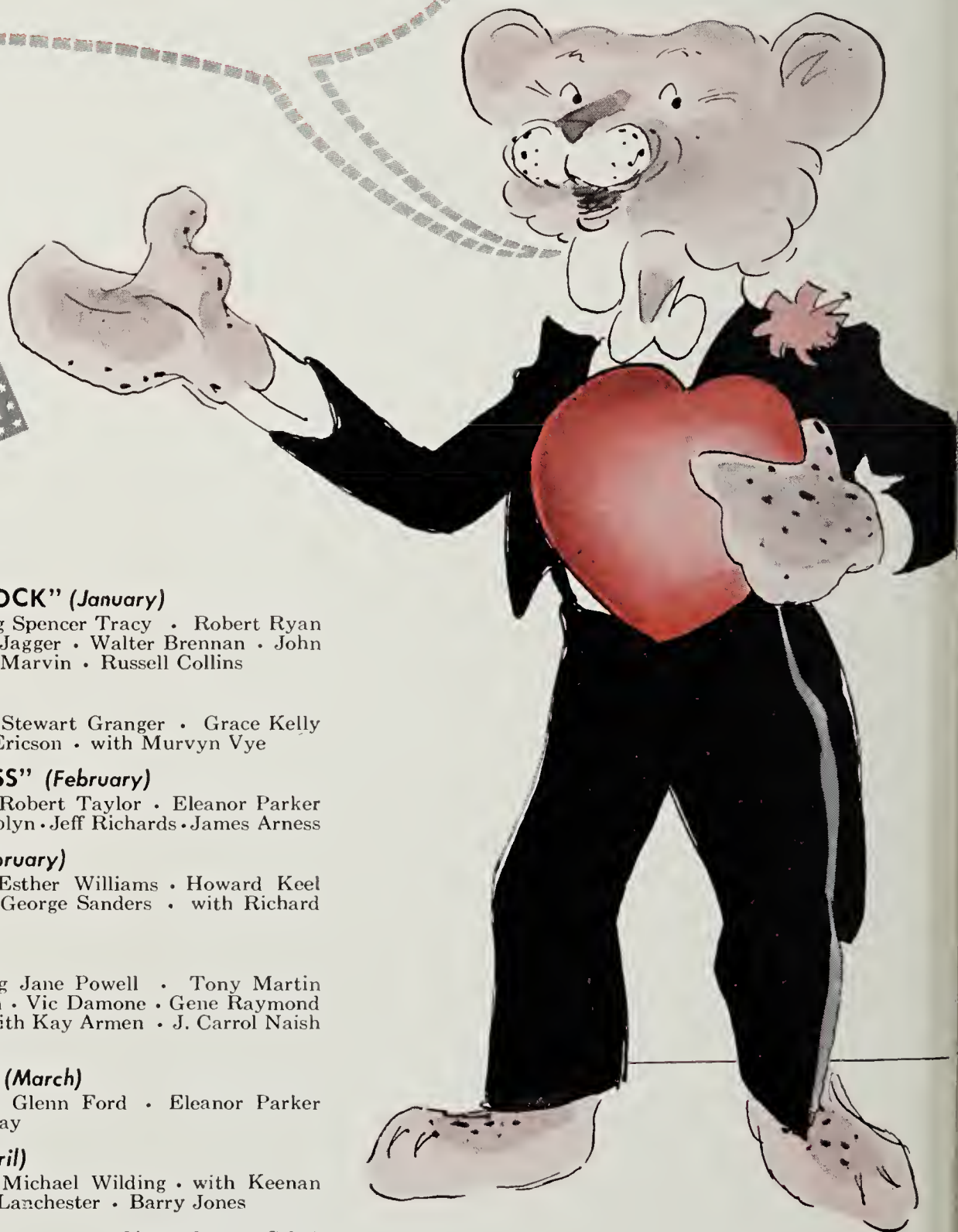
(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker with Roger Moore • Cecil Kellaway

#### "THE GLASS SLIPPER" (April)

(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

#### "BEDEVILLED" (April)

(CinemaScope—Color) starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen







## AS WE FACE THE NEW YEAR

A MUCH WISER industry executive once compounded what will probably live as the best known axiom of this industry, to the effect that "There is nothing wrong with this business that good pictures can't cure!"

As 1954 completes its history, we can look back at many months of "good pictures" and a "curing" of much of the public's boxoffice apathy that started in 1946. Good pictures once again made the difference. And better modern prices in the first-runs accounted for better national grosses than similar good pictures have received in many a day.

But there were still some things "wrong" that the "good pictures" didn't cure.

Mainly, there weren't enough of them. In many a key town and larger city, two first-runs could prosper but a third or fourth either needed to close or, through bidding or pooling, split the prosperity into smaller stacks. Subsequent runs and small towns where maximum patronage could be played off in three days could

find one "good picture" a week but needed either to stretch it beyond the profit stage or to fill the rest of the week with secondary product that the public wouldn't buy.

Then also, the producers and distributors who owned the good ones naturally went after the last dollar, so that the theatreman doing a big gross, if only for a week or 10 days, found himself with little or no profit. And lastly, the industry seemed to be constantly beset with print shortages that made normal booking difficult or actually impossible.

To all three the answer seems to be the same. More good pictures!

So, at the year's end, and with frank and admitted piracy, may we wish all of our industry friends and theatre contemporaries A Bright and Prosperous 1955, with the assurances that "There is nothing wrong with this business that *enough* good pictures and prints can't make better!"

## THE PERSONAL ACHIEVEMENT OF IRVING BERLIN

ADDING to the joyous outlook for 1955 are two lush musicals with the undeniable stamp of boxoffice greatness all over them, and both emanating from the distinguished musical pen of the celebrated composer, Irving Berlin.

To the best of our memory, no composer has ever before had two exceptionally big hits clicking away at the nation's first-runs within only a few weeks difference of national release dates, in the manner of "White Christmas" (Paramount) and "No Business Like Show Business" (20th Century-Fox). Judging from reports received from across the country, and from a lot of different types of theatres and towns, the Paramount show promises to set a record gross. And anyone who has had

the pleasure of seeing the 20th Century-Fox show will guarantee that it also has what it takes to break the record barrier. So, in a season of big, impressive, and gilt edged motion pictures, we have Irving Berlin jockeying two of the certain money entrants.

Whether by chance or design, this is a personal achievement by a man who has contributed much to the music of our industry and of the nation. When the "Oscars" are awarded and the bows are given to greatness, Irving Berlin should be recognized as the man who contributed most toward a great start into 1955.

*Jay Emanuel*



# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

Columbia stockholders support all management resolutions and reelect the board of directors (page 10).

## Distribution

DCA's Charles Boasberg and Irving Wormser reveal the company's distribution setup and name franchise holders in each territory (page 5).

Jean Goldwurm, Times Film Corporation, reveals that the French epic, "Versailles," has been detained by the Customs Bureau as "possibly pornographic" (page 10).

The distributors and IATSE agree on a new two-year pact providing pay increases and other benefits (page 12).

Frank Kassler and Walter Reade, Jr., associated with Continental Distributors, Inc., disclose the organization of a novel distribution setup (page 4).

## Exhibition

The forthcoming theatre poll of audiences supervised by COMPO is the subject of an advertisement in Editor and Publisher (page 12).

## International

The National Film Board of Canada readies its move to Montreal; observations are made on theater construction north of the border; and Spyros P. Skouras, 20th-Fox president, is feted in Stockholm on the Swedish observance of CinemaScope's first anniversary (page 8).

## Legal

The government hints that National Allied may be named as conspirator in the 16mm. anti-trust suit (page 5).

## Mel Konecoff

Paramount executives meet in New York informally and predict rising grosses for next year's product lineup; a party note concerning holiday observances with Associated Motion Picture Advertisers; a guided tour through the new Reade offices in Deal, N. J., end the year in the metropolitan area.

## Organizations

Fred Myers, United Artists, is elected president, Film Board of Trade, New York (page 5).

IMPDA names the Japanese-made "Gate Of Hell" as winner of the Joseph Burstyn award (page 5).

The National Board of Review names "On The Waterfront" as best picture and Grace Kelly and Bing Crosby as best performers for "Country Girl"; the General Federation of Women's Clubs can't agree between "Waterfront" and "Country Girl," but concurs on Kelly and Crosby (page 12).



U. S. Army Chief of Staff, General Matthew B. Ridgway, in a recent special presentation at his Pentagon Building offices in Washington accepts on behalf of the U. S. Army the Parents' Magazine medal of special merit made to the army for the new documentary color film, "This Is Your Army." Seen, left to right, are E. Phillip Willcox, director, motion picture relations, Parents' Magazine; George J. Hecht, publisher; General Ridgway; and John J. Gordon, associate producer, the Movietone News.

# NEW YORK By Mel Konecoff

ADOLPH ZUKOR, Barney Balaban, Al Schwalberg, Paul Raiburn, Russell Holman, E. K. O'Shea, and other Paramount executives sat down with members of the



KONECOFF

trade press last week at lunch and just talked generally, mostly about affairs Paramount, and from the session emerged the news that:

A. Twenty top quality features will be released in 1955, all of which are presently completed, and these will be released at the rate of two a month at least for the first six months. The only foreseeable problem that might complicate release would be a print shortage.

B. Company grosses will probably wind up behind last year despite the huge successes of features released, because of delays due to holdovers, contractual delays, print shortages, etc., but next year should see grosses rise to a new high with the 20 films scheduled outgrossing those years when more product was available numerically speaking. It was reported that at least half the films made at the studio are on a participating basis.

C. The executives present were very pleased that exhibitors were entering the production scene so that they will get first hand the real problems confronting producers. It will be a healthy thing to have them invest in pictures, and they will have a greater appreciation of the package of film that is delivered to their theatres. It will be further realized that in order to come through with quality, a deadline cannot be set and met, nor can pictures be turned out strictly for the sake of quantity.

(Continued on page 13)

# Latest Bulletins

(Developments At Press Time)

## Kassler, Reade Bare New Distribution Plans

NEW YORK—With the announcement of his company's acquisition of western hemisphere distribution rights of "To Paris With Love," Alec Guinness' first Technicolor comedy, Frank Kassler, president, Continental Distributors, Inc., today disclosed organization of a novel distribution plan designed to insure greater and preferred playing time for producers of specialized films, and assure a flow of product for exhibitors.

Known as the "continental plan," the program permits exhibitors to participate financially through the facilities of Continental Distributors, Inc., in the co-production, acquisition, and distribution of top-quality product, and is designed to ease the great product problem for specialized theatres.

Kassler made his announcement jointly with Walter Reade, Jr., president, Walter Reade Theatres, who is associated with him in Continental Distributors.

"The producer will feel the immediate effect in the assurance that his films will receive extended and preferred playing time in key situations," they declared, "and, since the exhibitor has an overriding financial interest in each Continental film, the planning, promotion, and advertising effort must necessarily be greater than for any other company's product."

Kassler declared that exhibitor participation in co-production and distribution would not entitle him to any reduction in normal terms.

"We feel," he said, "that the advantages to the exhibitor, in addition to an assured flow of quality product, lie in the fact that the films will be made available in local territories while still receiving the benefits of national publicity. The exhibitor will not only profit at the theatre level, but will share in the over-all profits of each film in which he participates. Further, an exhibitor will be able to plan his schedule so that 'panic bookings' can be eliminated."

As an example, if Chicago is established as a 10 per cent area, which means it accounts for 10 per cent of the national gross, then a participating exhibitor in that area would be permitted to participate in the plan up to 10 per cent of the established capitalization of the picture. He would have an opportunity to play the film first-run should he so desire and then he would supervise the further distribution.

Each capitalization will be different depending on the production costs, and participation by exhibitors in pictures will be on an individual picture-by-picture basis. Naturally, films can be bought by exhibitors who do not participate in the plan just as they buy any company's product.

Currently in release under the Continental banner are two Rank productions, "Tonight At 8:30," and "The Final Test."



# DCA Officers Reveal Distribution Plans

## Franchise Holders Named; Boasberg And Wormser Stress Low Overhead, Active Merchandising Of Each Film

NEW YORK—Tailor-made distribution, concentrating on one film at a time, and gearing to quantity product will highlight Distributors Corporation of America's film distribution, it was revealed last week at a press conference held by Charles Boasberg, vice-president and general manager, and Irving Wormser, vice-president and general sales manager.

Both Boasberg and Wormser stressed that "75 per cent of the major markets would be handled by the home office and the remaining 25 per cent will be sold under state franchises, operating under the supervision of DCA's home office. The home office supervision, coupled with genuine incentive selling will result in thorough marketing."

Within this framework it was revealed that the foreign market would remain open, and separate distribution deals would be made, picture by picture and country by country, treating each situation uniquely and tailoring it to fit specific products.

Boasberg and Wormser pointed out, "DCA with its low overhead and contracting and expanding operation, with its concentration on one film at a time, is in a position to generally distribute film at a 25 per cent distribution fee." Both Boasberg and Wormser stressed that DCA prefers to have an equity interest in the films that it distributes.

"Whenever possible we shall buy services and avoid the building of a high overhead, thereby committing us to quantity distribution. We now plan distributing four films a year and are in a position to step up this operation or contain it. We will avoid having a hungry distribution machine which has to be continually fed."

A major advantage of DCA's distribution was revealed when the vice-presidents revealed the active merchandising and exploitation plans of the company. Pointing to their first film in release, "Long John Silver," Boasberg and Wormser said that exhibitor stockholders joining with other exhibitors will have more than 400 theatres in the metropolitan area sponsor a "treasure hunt" tieup with Macy's department store, with similar arrangements in the works elsewhere.

The company is headed by Fred J. Schwartz. Franchise holders include Albany and Buffalo, Lewis J. Leiser, Leiser Film Distribution Company, Inc., Buffalo; Atlanta, Charlotte, and Memphis, Frank White, Howco Productions, Charlotte; Chicago, Max Roth, Realart; Cincinnati and Indianapolis, Jack Safer, Safer Film Distribution, Inc., Indianapolis; Cleveland, Imperial Pictures, Inc.; Dallas and Oklahoma City, Herman Beiersdorf, Dallas; Denver and Salt Lake City, Hal Fuller, Dimension Pictures, Ltd., Salt Lake City; Los Angeles, Irving H. Levin and Charles

## Government May Name Allied As 16mm. Conspirator

WASHINGTON—A Justice Department spokesman confirmed last week that discussions are going on between the Justice Department and the federal attorney's office in Los Angeles concerning naming Allied States Association as a co-conspirator in the 16mm. anti-trust suit seeking the unrestricted sale of film to television. According to the spokesman, the final decision will probably be made by the federal attorney in Los Angeles.

The original complaint named six major producing companies, their 16mm. distributing subsidiaries, and two independent 16mm. distributors. TOA was cited for aiding the defendants in policing and enforcing their alleged restrictions on the sale of 16mm. film to outlets in competition with established theatres. At the time it was said that National Allied was not cited because the department had no evidence against it.

Kranz, Realart Pictures of California; Minneapolis, Donald Swartz, Independent-Lippert Distributors; New Orleans, Harold F. "Babe" Cohen, Lippert Pictures of Louisiana; Philadelphia, Jack Engel, Screen Guild; Pittsburgh, Bert M. Stearn, Co-operative Theatre Service; San Francisco, Portland, and Seattle, N. P. "Red" Jacobs, Favorite Films of California; Washington, Berkson-Mills, Equity Film Exchange; and Canada, J. L. Smith, Alliance Films, Ltd., Toronto.

Any deal or contract signed in the field must be approved by the home office which will also act as producer's representative on some of the films.

## Strong Attractions Spur Holiday Grosses

NEW YORK—With strong attractions right down the line, Christmas week-end was very good indeed to the Broadway first-runs.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE SILVER CHALICE" (Warners). Paramount claimed \$67,000 for the opening week.

"THERE'S NO BUSINESS LIKE SHOW BUSINESS" (20th-Fox). Roxy reported \$61,585 for Friday through Sunday, with the second week anticipated at \$102,000.

"DEEP IN MY HEART" (MGM). Radio City Music Hall, with annual Christmas show on stage, garnered \$108,000 for Thursday through Sunday, with the third week sure to top \$187,000.

"THE COUNTRY GIRL" (Paramount). Criterion continued at a sensational pace with second week bound to exceed \$65,000.

"CARMEN JONES" (20th-Fox). Rivoli jumped from \$12,000 to \$20,000 on the ninth week.

"ATHENA" (MGM). Globe was heading toward \$17,500 on the opening week.

"GREEN FIRE" (MGM). Mayfair expected the opening week to reach \$30,000.

"20,000 LEAGUES UNDER THE SEA" (Buena Vista-Disney). Astor opened with an excellent \$63,000 expected on first week.

"A STAR IS BORN" (Warners). Victoria claimed a very good \$23,000 on the fifth week.

"VERA CRUZ" (UA). Capitol had a great opening, with \$95,000 estimated for the first week.

"3 RING CIRCUS" (Paramount). Martin and Lewis opus was heading toward a great \$58,000 opening week.

## "Gate" Wins Burstyn Award

NEW YORK—The Independent Motion Picture Distributors Association of America announced last week that the Japanese color film, "Gate Of Hell," has been chosen to receive the annual Joseph Burstyn Award as the best foreign-language film of the year.

Besley Crowther, motion picture critic, The New York Times, made the presentation to Jun Tsuchiya, Consul General of Japan in New York, at a luncheon of the Association yesterday (Dec. 28) at Rosoff's Restaurant.

The annual Joseph Burstyn Award was created as a memorial to the late Joseph Burstyn in honor of his services toward improved understanding among all nations through the free interchange of their finest films.

## Film Board Names Myers

NEW YORK—Newly-elected officers of the Film Board of Trade were announced last week with Fred Myers, United Artists, president; Joseph Wahl, Republic, first vice-president; Joseph Sugar, United Artists, second vice-president; Myron Sattler, Paramount, treasurer; Saal Gottlieb, Loew's, secretary; and Lou Allershand, Loew's, sergeant-at-arms. Installation will take place in January. Louis Nizer continues as attorney and executive secretary.

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with **CECIL PARKER as 'The Bishop'**

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- **COMERFORD CIRCUIT, PENN.**

**WHODUNIT?**

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# The International Scene . . . . .

## Canada

### Film Board Readies Move To Montreal

TORONTO—First move of equipment and personnel of the National Film Board to Montreal will begin in the fall of 1955. Dr. A. W. Trueman, government film commissioner, revealed his organization's plans at the opening of the Associated Screen News Workshop.

He said the NFB would be in its new Montreal headquarters in the spring of 1956, with the first movement due in the previous fall. The board plans to keep a staff in Ottawa which will likely number about 25 persons. Their duties will be largely liaison with government departments on sponsored film production.

Dr. Trueman said that work on the Board's new building on Cote de Liesse Road was held up on account of bad summer weather, but "not seriously." The building, he said, would house production, technical, distribution, and administrative activities under one roof. These activities are now being carried on in 11 different buildings in Ottawa, which handicaps both efficiency and morale.

The Board's existing facilities are being housed in 23,000 square feet less in the Montreal building than in the present dispersed situation in Ottawa.

In addition to an allotment of 125,000 square feet for existing facilities, 34,000 square feet are being provided for new services now provided in Ottawa by the Federal Department of Public Works, like the power plant and truck storage. The new facilities, the commissioner pointed out, would add nothing to the scope of the Board's activities. The Board at present was under the necessity of renting studio facilities at considerable expense. The new building would contain in the neighborhood of 400 National Film Board employees.

### Canadian Comment

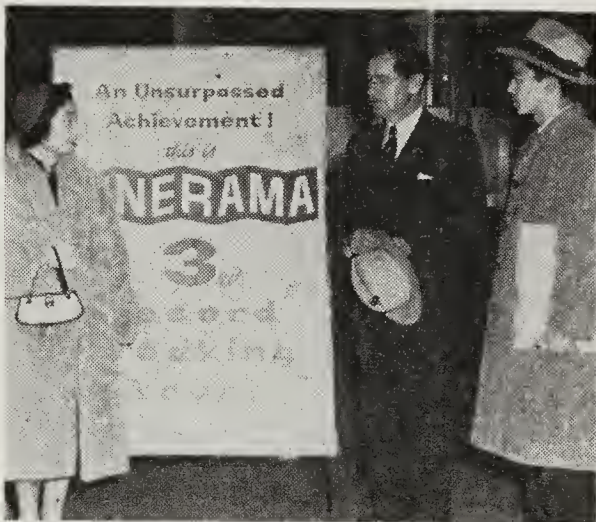
Free movies highlighted the opening of Lewis and Jack Williams' 476-seat, six-day Rainbow, Rocky Mountain House, Alta. It is the second show place in that town of 1,700. Also open is T. Tedford, Bert Tedford, and L. Johnson's Valley Drive-In, Creston, B.C., with a 199-car capacity. The drive-in, to be operated on a six-day policy, is the first one in that area. W. J. Brotherton's theatre in Nakusp, B.C., is now completed and open. It is believed that the new four-wall will replace Brotherton's A.L. in the same town. Under construction is Pat Abduono's \$43,000 house in North Bay, with opening hoped for in February. There are three other houses there. Planned is a new house by the Sponsor Club, North Battleford, Sask., where Famous Players operates two houses. The openings have brought the number of four-wall houses opened since the first of the year to 29 and the total of drive-ins to 44. There



The U-I studio recently played host to Prince Axel of Denmark; Their Excellencies, the Prime Ministers of Denmark, Norway and Sweden, Hans Hedtoft, Oscar Torp and Tage Erlanger; their Ambassadors to the U. S., and journalists from Scandinavia and the rest of Europe who accompanied their inaugural flight over the North Pole via Scandinavian Airlines from Copenhagen to Los Angeles. The Association of Motion Picture Producers tendered a film industry luncheon to the visitors at the studio following a tour on which they witnessed production on "Kiss Of Fire." Seen here are Y. Frank Freeman, chairman of the AMPP board; Barbara Rush, star of the film; Prince Axel; Martha Hyer, another star of the film; Alfred E. Daff, U-I executive vice-president; and actor Jack Palance.

are now 24 four-wall houses and 26 drive-ins under construction. Twenty-five four-wall theatres and nine drive-ins are planned.

One of the best public relations' jobs done for the industry in recent months was that done in North Bay with the annual show on behalf of Variety Village, staged by North Bay district showmen. The Capitol, managed by Bob Harvey, was filled to capacity with 1500 persons, while a second show at the Bay, a 600-seater, turned away 500 persons. Almost \$2,100 was raised. It was a cold wet night. Among the showmen who also helped the



At the recent first showing of "This Is Cinerama" in Japanese, L. Thomas, co-producer, was seen with two of the 200 representatives of official Japanese diplomatic and commercial communities who were invited to the special showing of the film with a Japanese sound track. Left is Reiko Takeda, Okura Export-Import Company, and right is Paul Sawada, representing his father, the Japanese Ambassador Plenipotentiary and Extraordinary to the United Nations. The Japanese version of Cinerama will open in Tokyo on Jan. 1 and in Osaka on Jan. 22.

cause were A. Quesnel, Lido, and L. Robineau, Odeon, Sturgeon Falls. Monty Hall, who emceed the show, told the story of Variety in his usual style.

**CINE CHATTER:** Topping the list in the Odeon Better Management Contest was the Capitol, Hamilton, managed by Nicky Langston. Nicky obtained a total of 1,619 points for showmanship and attendance, and was followed by Odeon, Port Arthur, and the Odeon, Toronto. McCarthy, Belleville, topped the League "B" confections contest. . . . Bob Nelson, manager, Broadway, Timmins, was elected president of the Kiwanis Club of Timmins. . . . Al Troyer, statistical department, Famous Players, is recovering from an operation. . . . Earl Gordon, also of the statistical department, is a father for the second time. This time it is a son, Richard Earl. . . . Guy Upjohn, assistant buyer and booker, Odeon Theatres, is to spend a few months in England with the Bank Organization. He will leave at the beginning of the New Year. . . . Local theatres are scheduling midnight shows on Dec. 26 and Dec. 31, the former being the night before Boxing Day. . . . Executives elected to head Local 173, Toronto, IATSE, were Jimmy Sturgess, president, Roy O'Connor, vice-president; Lou Lodge, secretary-treasurer; Bert Higgins, recording secretary; business board members include Doug Cameron, Dave Siegel, Roy Wilson, and Graydon Hulse; trustees are Lorne Clark, Ted Covert and Jack Harris. . . . Theatre Poster Service was appointed exclusive agent in Canada for the Romar-Vide Company, Chetek, Wis. . . . Fairlawn in Toronto has announced a revision of admission prices for younger patrons. Juveniles will now pay 15 cents at matinees and 20 cents at night, while student prices are 25 cents and 35 cents. . . . Ed Foley, Odeon, Trenton, pulled a treasure search to promote "The Seekers" at his house. He arranged with local merchants to display articles in their windows not normally carried in stock. The trick was to make out a complete list of stores and misplaced articles for which Foley gave guest tickets. . . . Those with broken legs in Hamilton were invited by Don Edwards, manager, Tivoli, Hamilton, to see "Rear Window." The announcement brought Don a plug in the local press. So far, none have turned up at the door, but Don is hopeful with the coming of snow.

—HARRY ALLEN, JR.

## Sweden

In Stockholm, marking the first anniversary of the introduction of CinemaScope to Sweden, Spyros P. Skouras, president, 20th-Fox, was feted by the Swedish Exhibitors Association and top government figures at a luncheon and dinner. The film company president, currently on a business trip through Europe surveying film industry conditions and CinemaScope progress, was hailed by leading theatremen and local film producers for his efforts in launching the medium. Prime Minister Tage Erlander and Ware Adams, United States charge d'affairs, were among the many high diplomatic figures and personages from the financial and business worlds who paid tribute to Skouras.



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will prove the biggest  
boxoffice musical in the  
history of Hollywood!"

**—DREW PEARSON**



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# Costly French Film Is Detained By Customs As Possibly Obscene

NEW YORK—A multi-million dollar French motion picture, "Versailles," produced with the cooperation of a number of French government agencies, has been impounded by the United States Customs Department as "possibly pornographic," it was revealed last week by Jean Goldwurm, president, Times Film Corporation, which is importing the film for exhibition in this country.

Jacques Flaud, director general, Centre National de la Cinematographie, has cabled the Consul General in New York to take up the matter with the appropriate U. S. agencies, Goldwurm announced. The film importer also disclosed that he himself has telegraphed Secretary of State John Foster Dulles and Secretary of the Treasury George Humphrey, asking that they use their good offices "quickly to correct this blunder which would cause a misunderstanding between our two countries."

The Customs Department notice stated only that the picture, a Technicolor historical spectacle of French history which is the most costly and ambitious film ever produced in France, "has been temporarily detained as in possible violation of the provisions of Section 305 of the Tariff Act of 1930." (Section 305 refers to the admission into this country of obscene films, books, and art.)

"This ill-considered action on the part of a government agency is an affront to the Republic of France and to the French people," Goldwurm declared. "This film was produced with the full cooperation of the French Ministry of National Education. Moreover, the French Army permitted the Republican Guard and other military units to participate in the film. The most distinguished stars of the French



Herbert J. Yates, president, Republic, tries on the hat of Rear Admiral John M. Hoskins, the famous "Peg-leg Admiral," while the two recently visited on the set of "Timberjack." Rear Admiral Hoskins was in Hollywood from his Quonset Fleet Headquarters, Rhode Island, in conjunction with the forthcoming film story of his life, "The Admiral Hoskins Story," now being produced and to be released by Republic.

theatre and screen are featured in 'Versailles,' which has been unanimously acclaimed by that country's critics and audiences as a great cultural achievement. This picture should be welcomed here at this time as an important instrument toward establishing the traditional cultural exchange between our country and France. Instead it is being treated as a piece of pornography. This is a gratuitous indignity to one of our closest and best-loved allies which will not be easily forgotten."

Goldwurm also pointed out that 20 per cent of the profits from the film, which has out-grossed "Gone With The Wind" and "The Robe" in France, have been assigned to the French government.



U-I sales and promotion executives recently gathered at the studios for an important annual sales conference to map distribution and production plans for 1955, and seen, seated, left to right, around the table are Mark Plottel, sales manager, Empire-Universal; David A. Levy, district manager; F. T. Murray, manager of branch operations and maintenance; Ray Moon, assistant general sales manager; David A. Lipton, vice-president; Milton R. Rackmil, president; Charles J. Feldman, vice-president and general sales manager; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; Americo Aboaf, foreign general manager; P. F. Rosian, district manager; P. T. Dana, eastern sales manager; and Joseph Gins, district manager; and, standing, left to right, Clark Ramsay, executive assistant to Lipton; A. W. Perry, president, Empire-Universal; Fortunate Baronat, foreign publicity director; F. J. A. McCarthy, southern and Canadian sales manager; Robert Gillham, vice-president of Cunningham and Walsh; Maurice A. Bergman, eastern studio representative; Henry H. Martin, district manager; James Frew, district manager; Foster M. Blake, western sales manager; Irving Sochin, short subjects sales manager; Ben Cohn, assistant foreign general manager; Philip Gerard, eastern publicity manager; Harry Fellerman, sales head, U-I special films division; Archie Herzoff, studio advertising and promotion manager; Manie Gottlieb, district manager; Charles Simonelli, eastern advertising and publicity department manager; Morey Weiner, in charge of industry relations; Barney Rose, district manager; Jeff Livingston, eastern advertising manager; James Jordan, circuit sales manager; and Lester Zucker, district manager. Delegates were quite optimistic about new films.

## Columbia Stockholders Support Management

NEW YORK—Columbia stockholders, at their annual meeting last week, approved all management proposals and reelected all directors.

Among the proposals approved by the stockholders was one to increase the amount of common stock from 1,000,000 to 2,000,000 shares, enabling management to pay stock dividends and thereby conserve cash assets for further expansion.

Also approved was a proposal that all common stock be changed from no par into shares having a \$5 per share par value. The employment contract of Harry Cohn, president, was extended.

Reelected as directors were Harry Cohn, Jack Cohn, A. Schneider, L. M. Blancke, N. B. Spingold, A. Montague, Donald S. Stralem, Alfred Hart, and Abraham M. Sonnabend.

A resolution by stockholder Victor A. Mardfin, opposed by management, that Columbia adopt cumulative voting for its stockholders' meetings was rejected.

The board reelected all officers. They are Harry Cohn, president; Jack Cohn, executive vice-president; vice-presidents A. Schneider, N. B. Spingold, A. Montague, B. B. Kahane, Jerry Wald, Paul N. Lazarus, Jr., Leo Jaffe, Joseph McConville, and Louis J. Barbano; secretary, Charles Schwartz; controller, Arthur Levy; assistant treasurer, Morton Wormser; assistant secretaries, Bernard Birnbaum and Duncan Cassell.

Schneider told stockholders that although the company has disposed of some of its very old westerns and cartoons to television, it has no intention of releasing its feature film library to video.

Reasons given for this were the value of the pictures for reissue and also their value if toll TV should come into being. The Columbia executive declared that he was not in favor of toll TV, but as a business man he must be prepared for any contingency that may develop.

## New Releasing Group Planned

NEW YORK—Sam Nathanson, president, Gibraltar Motion Pictures Distributors, Inc., is currently forming a new releasing organization to handle independent product on the basis of a charge of 15 per cent, it was reported last week. The organization will be available, at first, only to organizations which make one or two pictures a year.

The new company will consist of 12 zone managers, each with one assistant, and a home office with a sales manager, assistant, an advertising staff and clerical aides. The physical films will be handled through National Film Service.

Nathanson contends that in almost all of the distribution centers, a maximum of 30 calls will cover 70 to 80 per cent of the territory.

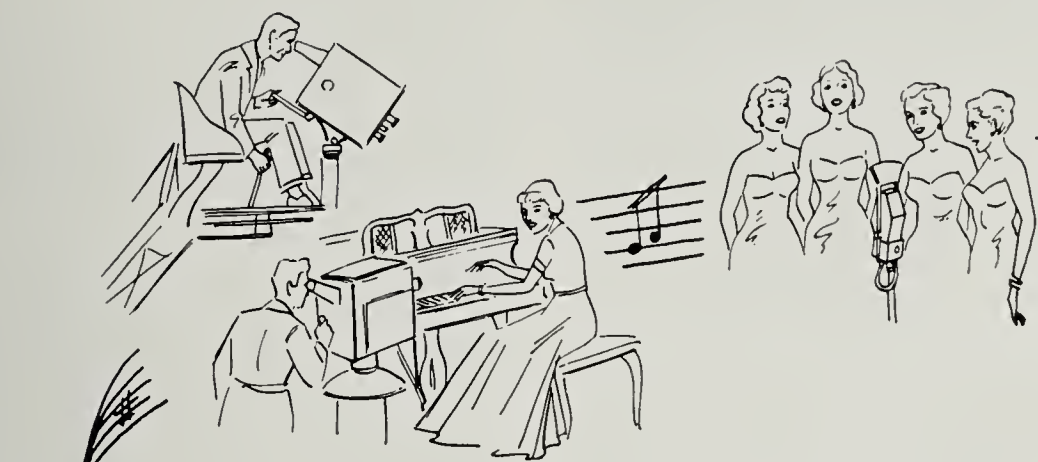
## Hayden Sues On "Suddenly"

HOLLYWOOD—Sterling Hayden, actor, sought damages last week in Superior Court of \$250,000, charging that producers and distributors failed to give him equal billing with Frank Sinatra in "Suddenly." Hayden has also asked for an injunction to halt advertising or publicizing the film.



# Wherever there's Music

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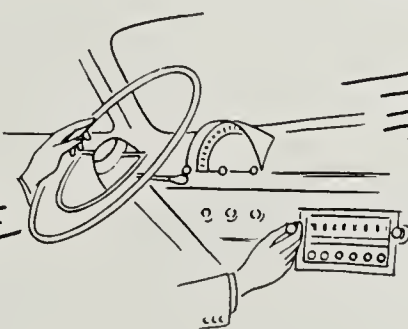
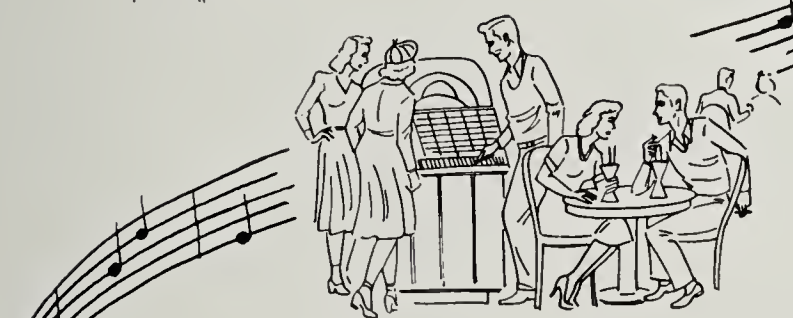


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For BMI has added immeasurably to the public's enjoyment of music during its 15 years of service to music and broadcasting. BMI, through its affiliated composers and publishers, continues to make available to the world a widely diversified music repertoire—popular, folk, standard, symphonic, operatic, educational—that fills every music need.

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## National Board Votes "Waterfront" As Best

NEW YORK—"On The Waterfront," was chosen last week by the educational committee of the National Board of Review of motion pictures as the best film in 1954.

The other nine of the 10 best pictures chosen for 1954 were "Seven Brides For Seven Brothers," "The Country Girl," "A Star Is Born," "Executive Suite," "The Vanishing Prairie," "Sabrina," "20,000 Leagues Under The Sea," "The Unconquered," and "Beat The Devil."

The board chose "Romeo And Juliet" as the best foreign film shown in the United States during the year. Best director was Renato Castellani, director of "Romeo And Juliet." Grace Kelly was chosen the year's best film actress for her performances in "Country Girl," "Dial M For Murder," and "Rear Window." Bing Crosby's performance in "Country Girl" won him the vote for best actor. Best supporting actor and actress were John Williams, for "Dial M For Murder" and "Sabrina," and Nina Foch, for "Executive Suite."

Cited as outstanding examples of creativeness during 1954 were the choreography of "Seven Brides For Seven Brothers" by Michael Kidd; the modernization of traditional Japanese acting techniques by Machiko Kyo in "The Gates Of Hell" and "Ugetsu"; and the new methods of moving puppets employed in "Hansel And Gretel."

### Club Women Select "Waterfront," "Country Girl"

NEW YORK—Two pictures, "The Country Girl" and "On The Waterfront," tied for top honors in the annual "best" selections of the editorial committee of the General Federation of Women's Clubs, it was announced last week.

Top acting awards of 1954 went to Bing Crosby in "The Country Girl" and Grace Kelly in "Rear Window" and "The Country Girl."

The Federation, with a total membership of more than 11 million women, also

## COMPO's Audience Poll Is Subject Of Industry Ad

NEW YORK—The newspaper business is apprised of COMPO's coming audience poll in an advertisement COMPO published in the issue of Editor and Publisher last week.

Headed "A Newspaper Natural, It Seems To Us," the ad points out that cooperation with local theatres in conducting the poll seems a natural promotion activity for newspapers.

The advertisement emphasizes that the public poll "will in no way replace or interfere with the annual Oscar awards made in March by the Academy of Motion Picture Arts and Sciences in Hollywood. Pointing out that the Academy awards are voted by studio production workers and consequently reflect professional preferences, the ad says, "The public poll we have in work will be aimed at registering the people's choice."

## Emanuel Buys Loew's House

PHILADELPHIA—Jay Emanuel, theatre owner and publisher, MOTION PICTURE EXHIBITOR, announced last week the acquisition of Loew's Avenue B, Avenue B and Fifth Street, New York City.

The house will continue to be known as the Avenue B, and reopened on Christmas Day with United Artists' "Little Kidnappers" and "The Adventures Of Robinson Crusoe."

Brandt Theatres are handling the booking and supervision of the house.

announced that Elia Kazan was selected as best director for "On The Waterfront." Best children's performance went to Jon Whiteley and Vincent Winter in "The Little Kidnappers."

Other pictures selected as the 10 best were "Rear Window," "Executive Suite," "Broken Lance," "A Star Is Born," "Sabrina," "White Christmas," "Night People," and "Deep In My Heart."

Other awards went to "The Vanishing Prairie" as the best documentary and to "The Little Kidnappers" and "Hobson's Choice" as the best foreign films.

## IATSE, Distributors Agree On New Pact

NEW YORK—A two year contract between IATSE and 10 major distributors was agreed upon last week, providing for an increase of \$5.50 per week per employee and a reduction of the work week from 40 to 37½ hours. The raise will be retroactive to Dec. 1. Severance pay claims are also improved in the newly approved contract.

Representing IATSE in the negotiations were Harland Holmden, chairman of the committee and union secretary-treasurer; Louise Wright, international vice-president; Joseph D. Basson, international representative; and Richard F. Walsh, international president, who participated in the final negotiations.

The distributors were represented by M. M. Rosen, Loew's, Inc., chairman; C. A. Hill, 20th-Fox; Arthur Israel, Jr., and George Schur, Paramount; F. T. Murray, U-I; L. Leshansky, Warners; Eli J. Drexler, National Screen Service; Joseph E. McMahon and Albert Schiller, Republic; H. C. Kaufman, Columbia; J. K. Chapman, United Artists; and Frank E. Rosenfelt and William McShea, RKO.

## About People

NEWARK, N. J.—Frank J. Damis, zone manager, who has supervised the Stanley Warner North Jersey Theatre Circuit for the past 10 years and is leaving that organization effective Jan. 1, 1955, has joined Confection Cabinet Corporation as a vice-president with headquarters in Newark, N. J., it was revealed last week. Confection Cabinet Corporation specializes in the servicing of vending machines and in the operation of candy counter concessions in theatres throughout the United States. In his new association, Damis also has combined with Ben, Manuel, and Sheldon Smerling and Charles Stern, Confection Cabinet Corporation, in the purchase of the Eastern Drive-In Corporation, a circuit of seven drive-ins in the Jersey area, consisting of Route 22 Union, Route 10 Morris Plains, Route 46 Totowa, Route 1 Brunswick, Route 4 Paramus, the "Shore," and "Fly In," Farmingdale. Damis will head the management and operation of the drive-ins in addition to his overall activities.

NEW YORK—Joseph A. McConville, president, Columbia Pictures International Corporation, since the company's founding, has been elected board chairman of that organization, it was announced last week. McConville is also vice-president, Columbia Pictures Corporation, the parent firm. At the same time the company announced the election of Lacy Kastner to the post of president, to succeed McConville. Kastner was also elected to the board of directors of Columbia International. Kastner, who has a wide experience in the foreign film field, has, for many years, been vice-president and managing director for the European continent and the Near East for Columbia International. He was named executive vice-president of the company in June of this year.

## This Was The Week When . . . .

UA's New York, Calgary, Canada, and Charlotte branches took an early lead in the third lap of the Robert S. Benjamin Drive. . . . 20th-Fox's "Prince Of Players" was slated to open at the Rivoli, New York, on Jan. 11. . . . The world premiere of Louis de Rochemont's cartoon feature, "Animal Farm," was scheduled for today (Dec. 29) at the Paris, New York. . . . Paramount scheduled the most comprehensive series of special national previews in its history for "The Bridges Of Toko-Ri," set to premiere at Radio City Music Hall, New York, next month. . . . U-I set the greatest concentration of field promotion activity in its history with 20 exploitation representatives assigned to cover key city openings of "Sign Of The Pagan," "So This Is Paris," and "Six Bridges To Cross." . . . MGM set the world premiere of "Bad Day At Black Rock" for five Texas towns between Jan. 13 and Jan. 15, with star Anne Francis appearing.

MGM announced that "Deep In My Heart" had been booked into more than 385 situations starting on Dec. 23. . . . Walt Disney's "20,000 Leagues Under The Sea" was screened for officials of the Navy Department and the Department of Defense at MPAA's Academy Theatre in Washington. . . . "The Americano," RKO Technicolor production, was scheduled for national release on Jan. 26, according to Walter Branson, world-wide sales manager. . . . Rita Gam, starring in and touring on behalf of Universal-International's "Sign Of The Pagan," was presented with a testimonial saluting the film by Mrs. Charlotte Baruth, national chairman, Motion Picture Division, General Federation of Women's Clubs, at a New York luncheon.



## In The Newsreels

MOVIETONE NEWS (Vol. 37, No. 104) Washington and elsewhere: Christmas cheer. New York: Italian airliner crashes. Greece: Students stage protest in Athens. France: General Gruenther honored. Bavarian Alps: Cattle drive. Australia: Women's woodchopping championship. Bear Mountain, N. Y.: Ski meet.

NEWS OF THE DAY (Vol. XXVI, No. 234) New York: Italian airliner crashes. France: NATO meets in Paris. Netherlands: Queen grants self-rule to Dutch possessions in Western Hemisphere. Belgium: King salutes heroes of Bastogne. France: Milk diet for tots. Greece: Students stage protest in Athens. Bear Mountain, N. Y.: Ski meet.

PARAMOUNT NEWS (No. 37) France: NATO meets in Paris. France: General Gruenther honored. New York: Italian airliner crashes. New York: All Canadian fashion show. Washington: Christmas cheer. England: London youngsters at circus.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 632) New York: Italian airliner crashes. Greece: Students stage protest in Athens. France: NATO meets in Paris. France: General Gruenther honored. Washington: Collier aviation awards. New York: Basketball—Utah vs. La Salle.

WARNER PATHE NEWS (Vol. 26, No. 39) France: General Gruenther honored. Washington: Christmas cheer. Italy: Floods hit Venice. Washington: Collier aviation awards. England: London youngsters at circus. New York: Basketball—Utah vs. La Salle. Bear Mountain, N. Y.: Ski meet.

MOVIETONE NEWS (Vol. 37, No. 103) West Point, N. Y.: Cadets lift voices in Yuletide song. In The Arctic: Eskimo adopts Canadian visitor. North Africa: French stage raids on terrorist strongholds. South Korea: Religious crisis of Buddhist Monks put up to Rhee. France: Fencing. England: Soccer. France: Ex-boxers turn grapplers.

NEWS OF THE DAY (Vol. XXVI, No. 233) West Point, N. Y.: Cadets lift voices in Yuletide song. In the Arctic: Eskimo adopts Canadian visitor. Mount Washington, N. H.: GIs keep warm in new winter clothes. Washington: Little "Miss Amvet" calls on President. Russia: 37th anniversary of Bolshevik Revolution celebrated in Moscow. England: Soccer.

PARAMOUNT NEWS (No. 36) France: Earl Mountbatten given farewell salute at SHAPE headquarters. Hollywood, Cal.: Premier of Ceylon visits. China: Fifth anniversary of Red China celebrated at Peking. Washington: Little "Miss Amvet" calls on President. Australia: Cross country bike race. Football: Browns 42, Steelers 7.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 631) Italy: Papal aide raised to arch-bishopric. North Africa: French stage raids on terrorist strong holds. Washington: President and Mrs. Eisenhower receive invitations; bestow Young American medals for bravery to teen-agers. California: Governor Knight presents new honors to General Dean. Naples, Fla.: Swamp buggies on a spree. Special: Lights and carols usher in Christmas.



Twelve Columbia sales executives who have served the company for over 25 years are shown above with the silver bowls that were recently presented to them at the firm's convention in Chicago. Left to right, seated, R. J. Ingram, southeastern division manager; Saul Trauner, New York branch manager; A. Montague, general sales manager; Rube Jackter, assistant general sales manager; and Jimmy Beale, Portland branch manager; and, standing, I. H. Rogovin, New England division manager; Sam Galanty, mid-east division manager; I. Levit, Montreal branch manager; Harvey Harnick, Canadian sales manager; Phil Fox, Cincinnati branch manager; Neal Walton, Seattle branch manager; and Jack Underwood, southwestern division manager.

### H-63 To Represent NSS

NEW YORK—White collar workers of National Screen Service voted last week to be represented by Home Office Employees Union, Local H-63, IATSE, in a National Labor Relations Board election. The union already represents workers at the NSS exchange. A spokesman for Local H-63 said that efforts would be made to start contract negotiations soon.

WARNER PATHE NEWS (Vol. 26, No. 38) New York: Plane dockers keep air passengers dry. New York: Wife bakes way to \$25,000 prize. New York: Windsors here for visit. France: Tots go on the milk wagon. In The Arctic: Eskimo adopts Canadian visitor. Hollywood, Cal.: New "round house" goes back to teepee. Beverly Hills, Cal.: Bathing suits for 1955. Australia: Cross country bike race.

### NATIONAL LEGION OF DECENCY

Dec. 16, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Abbott And Costello Meet The Keystone Kops" (U-I); "Hunters Of The Deep" (DCA); "Rembrandt" (DCA); "Snow Creatures" (UA); UNOBJECTIONABLE FOR ADULTS: "The Beachcomber" (UA); "The Bridges At Toko-Ri" (Paramount); "Day Of Triumph" (Schaefer); "Hell's Gate" (Harrison and Davidson); "Tonight's The Night" (AA); "The Violent Men" (Columbia); OBJECTIONABLE IN PART: "Deep In My Heart" (MGM); "Target Earth" (AA); "Theodora, Slave Empress" (IFE); "There's No Business Like Show Business" (20th-Fox); OBSERVATION: "Day Of Triumph" (Schaefer) "This film, a representation, in part fictional, of a period in the life of Christ, is based upon a modern interpretation of a Protestant version of the New Testament. While presented in a reverent and inspirational manner, it contains variances from and omissions of Scriptural and theological truth." "Theodora, Slave Empress" (IFE) "The classification of this film is applicable only to prints shown in the U. S."

### Konecoff

(Continued from page 4)

D. The Telemeter experiment at Falm Springs in which the company participated both financially and with product has ceased operations and was a success.

E. The company will shortly release a two-reel subject which can be played in theatres gratis which will headline and announce forthcoming product.

PARTY NOTE: Associated Motion Picture Advertisers held its annual Christmas party at the Hotel Piccadilly last week, attended by close to 200 members and guests with prizes aplenty in evidence. David Bader, newly-elected president, presided, with Lige Brien, outgoing president, thanking all, especially his fellow officers for their assistance and work during the year. Martin Starr acted as emcee while Toba Brill and Ilona Massey provided the entertainment and glamour.

TOUR NOTE: Walter Reade, Jr., exhibitor, distributor, TV station operator, etc., recently played host to trade press representatives as well as members of the home office publicity and advertising departments at his recently established home office in Deal, N. J., just outside of Asbury Park. The occasion marked the move of the organization from its former quarters in New York City to the mansion that was once the home of Walter Reade, Sr., which has been turned into an efficient office set-up with all departments located under one roof amid countrified surroundings.

THE MEROPOLITAN SCENE: Russell Downing, managing director, Radio City Music Hall, has received telegrams from more than 30 states commending him for booking "Deep In My Heart." They come from people who booked, worked with, and knew Sigmund Romberg. It's doing right well boxoffice wise, too, with the usual Christmas show. . . . Stanley Warner home office is in new quarters at 1585 Broadway. . . . Holiday greetings are in from Ed Rosenfeld, Ed Lachman, K. D. Clark, Mr. and Mrs. Chet Bahn, Nancy the Rhine Maiden. . . . William J. Moclair, managing director, Roxy, played host to 1500 members of the Police Athletic League last Friday morning, with the youngsters also getting gifts following the show. . . . Holiday greetings in from Madeline and Steve Edwards, Jonas Rosenfield, Jr., Fred Goldberg, Art Lane, W. W. Lyon, Mort Blumenstock, Evelyn and Charlie Jones, Beatrice Ross and Walter Klein, Nick John Matsoukas, Leon Bamberger, Walt Disney and staff, Charles Franke, Bob Dorfman, Charles Levy, Nat Lax, Fortunat Baronat, Larry Golub, Sid Rechtnik, Al Stern, Lou Gerard, Jack Chisholm, Burt Robbins, Hal Danson, Milt Livingston, Bernie Lewis, The Phil Gerards, Ed Hale, Oscar Morgan, Bill Rodgers, Richard Gordon, Sherwin Kane, Al Picoult, Vera Ralston and Herbert J. Yates, Leo Samuels, Walter Pashkin, Dave Golding, Martin Davis, Al Boyars, Charlie Simonelli, Mort Nathanson, Burt Sloan, Charles Einfeld, Harold Rand, Harry Mandel, John Cassidy, Harry Goldstein, Paul Schumach, Red Heppner, the gang at Famous Studios, Dr. Herbert T. Kalamus, and Bill Ornstein. . . . HAPPY NEW YEAR TO ALL.



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*

## MGM Campus Gowns Set "Slipper" Tieup

NEW YORK—MGM has completed arrangements for a national tieup with Campus Bridal Gowns on "The Glass Slipper," starring Leslie Caron, and scheduled for release early in April to take advantage of the Easter holiday season. The attraction is another in "MGM's 1955 Motion Picture Theatre Celebration" which gets under way Jan. 1.

The entire spring output of the dress manufacturer will be geared to designs featured in the film and will be called "The Glass Slipper" collection. The show piece of the collection will be an exact copy of the ball gown worn by Miss Caron in the film.

Prior to the opening of the film in theatres throughout the country, the "Glass Slipper" and other wedding gowns by Campus will be featured in a special advertisement in Brides Magazine.

More than 110 stores in as many cities across the country, famous for bridal gowns, have been alerted to the forthcoming advertising display which will be accented by windows featuring Miss Caron's gown in "The Glass Slipper." MGM field press representatives will cooperate with all stores by furnishing material from the motion picture with due credit given to the local theatres and playdates.

## "Underwater!" Tieins Mount

HOLLYWOOD—A rush of manufacturers to tie in their products with the underwater preview of RKO's "Underwater!", is already swamping the studio's publicity department, it was claimed last week.

In addition to the natural interest of makers of aqua-lungs, flippers and other skin diving equipment used in the movie, offers are pouring in from manufacturers of such waterproof products as flashlights, wrist watches, fountain pens, cameras, raincoats, "wetproof" cigarettes, and even a fish cannery.

## Kelly In A Lather

NEW YORK—Forty-four million readers of national circulation magazines during January will view display ads spotlighting Grace Kelly, star of Paramount's "The Country Girl," under tieup with Lux Soap.

The ads, which will present the actress in portrait, will credit the picture. Full page ads will appear in Life, True Story, Family Circle, and This Week. This Week also will carry a large display ad, as will The American Weekly and Family Weekly (January 23).



Featuring a life-size statue of Ava Gardner and a display case of jewel-studded shoes, this window display in Los Angeles keyed effectively the engagement of UA's "The Barefoot Contessa" at the Fine Arts. The arresting exhibit is part of a nation-wide shoe promotion of "Contessa" line marketed by five leading manufacturers. Manager Bill Katsky's campaign included many fashion tie-ups and heavy radio-TV penetration.

## Rail Tieup Aids "Freight"

NEW YORK—Through a tieup made last week by Sidney Kramer, RKO short subject sales manager, with the Association of American Railroads, railroad men throughout the country will be well informed concerning the RKO-Pathe two-reel Special, "Fast Freight," and will be directed to the theatres where the subject is playing, as dates are set.

Stories and stills will be distributed by the A.A.R. to the public relations directors of 85 major railroads and to editors of 40 company magazines. The 190 lines comprising the association are being urged to secure playdates on "Fast Freight" from RKO exchanges and to post them on their bulletin boards at all their offices and operation headquarters.

A special screening is being set up in New York for executives of a half dozen eastern lines that cooperated with Jay Bonafield, producer of "Fast Freight," story of a mile-long train operating on a strict time schedule, and the men who make it possible.

## Ray Records "Show" Tunes

NEW YORK—Two of the songs featured in Irving Berlin's "There's No Business Like Show Business," "If You Believe," and "Alexander's Ragtime Band," have been recorded by Johnnie Ray for Columbia Records, it was announced last week.

The coupling of songs performed by Ray in the Darryl F. Zanuck presentation will receive a strong promotion campaign by Columbia keyed to theatre playdates of the 20th-Fox picture, which bows in 275 situations during the Christmas and New Year holiday season.

## "Gangbusters" Contest Spurs Exhibs Interest

BOSTON—George Kraska and Douglas Beck, Embassy Pictures Corporation, last week announced the complete rules and regulations compiled by Terry Turner, Visual Drama, inc., on the New England and upper New York State theatre managers contest on the first full-length feature of "Gangbusters," written by Phillips H. Lord.

There are two fundamental rules of the contest, effort and results. Whether a sub-run, second-run, third-run, this has no bearing as against a first-run. The small theatre in a small town has just as much opportunity of winning one of the prizes of overseas trips as the first-run in a big town.

Two fundamental rules are applicable, and two rules only. First, the local activity in any manager's town or community must be documented by photographs or some means of identification so that judges not familiar with the territory, will know the stunt was carried through. This can take any form, a local community getting behind a manager to send him on one of the trips, etc. The proper distribution of tabloid heralds which will reflect itself in the attendance, is part of the campaign. The screenings for police chiefs, detectives, or for anyone who will work for the local interest, is also part of the campaign, as are newspaper tear sheets and other promotional efforts.

The judges will not be interested in your admission price or in the amount of money you take in, but only the number of paid admissions as it fits the capacity of the theatre. Prints for screenings may be secured from Joe Levine's office at Embassy, and Kraska and Beck, experienced exploitation men, will be glad to cooperate.

The judging will not take place until spring. Six sets of winners, six couples, will win trips. Four couples will go to Europe, and two to Honolulu. Couples who go to Europe will fly via first class de luxe airliner to and from the continent and will visit Stockholm, Paris, Rome, and London. The same de luxe airline accommodations cover the Honolulu trip, with hotel accommodations with meals available, tours, sightseeing, etc., included in both. It shapes up as a real inducement to theatremen.

Bon voyage gifts to winners include costume jewelry to the ladies; each couple will receive one man's and one lady's 17-jewel watch, two pieces of luggage, and a camera.

The trips may be taken any time during the period of Sept. 15, 1955, and March 1, 1956. A month's advance notice of the date on which the winners wish to depart is required, and the trip is non-transferrable. There is no cash settlement or substitution whatsoever on the trip or any of its component parts.

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## NEWS OF THE

## Territory

BRANCHES  
Atlanta

In on the Row were W. E. Griffin, Vienna, Vienna, Ga.; Sidney Laird and L. J. Duncan, Al Dun Amusement Company, West Point, Ga.; Ebb Duncan, Carrollton, Ga.; P. L. Taylor, Dixie, Columbus, Ga.; H. P. Vinson, Jr., Sundown Drive-In, Columbus, Tenn.; Nat Hancock, Roosevelt, Jefferson, Ga.; Jimmie Aaron, Bama, Anniston, Ala.; W. F. Wilson, Tiger Drive-In, Tiger, Ga.; M. E. Maddox, Jasper, Jasper, Ga.; C. H. Smith, Twin-City Drive-In, Sandersville, Ga.; Frank Nail, Eris, Goodwater, Ala.; J. E. Ramsey, Mars, Springfield, Ga.; and W. T. Yarbrough, Emily, Hartwell, Ga.

Billy Brooks, who has been assisting in the management of the Glades, Moore Haven, Fla., has been appointed manager. . . . The Gay, Gray, Ga., has installed CinemaScope. James Balkcom is owner.

Bill Griffin, theatre owner, Cullman, Ala., was on the Row booking for his theatres. . . . A corporation headed by R. M. Condra, now operating the Colonial and Bel-Air Drive-In, Nashville, Tenn., will start work at once on a new drive-in and amusement center on Highway 100. The 800-car drive-in will cost \$200,000 and will include a swimming pool.

Milton Randolph, 56, amusement editor, Nashville, Tenn., Banner, died from pneumonia which developed following surgery. . . . Leonard Hirsh, home office assistant to Rudy Berger, southern MGM sales manager, has returned to New York after visiting the local office.

All that was left of the Paramount's 69-foot electric sign, a proud downtown landmark for 28 years, was a denuded frame of steel girders. The rest of it, several tons of metal plates, was stripped off in a delicate engineering maneuver. It was dismantled because the theatre feared corrosion had weakened it beyond the point of safety. Sam George, manager, said the theatre has not decided yet about a new one.

O. S. Barnett, office manager, AA, and the wife will spend the Christmas holidays with their daughter in Chicago. . . . Leonard Burch, branch manager, United World Films, left to spend Christmas with his parents in New York state. . . . Herman "Dusty" Rhodes, drive-in owner, Georgia and Alabama, was on the Row for the first time in several months after a heart attack.

## Charlotte

Dave Williams, sales manager, IFE, has secured a location for the opening of their Charlotte office. He was also looking for booker and staff to operate the branch, which will be located at 146 Brevard Court.

The Carver, Kinston, N. C., is closed. . . . S. E. White, who owns White's Drive-

In, Nashville, N. C., and White's Drive-In, Wendell, N. C., is sick, and has closed his two drive-ins for the winter. . . . Willie Dickens, Nash, Nashville, N. C., is on the sick list. His wife is carrying on for him.

Piedmont Promotions and Booking says most of its accounts will use all night shows New Year's Eve. . . . The Pendleton, Pendleton, S. C., is closed. . . . The Gloria, Ninety Six, S. C., has changed hands, a Mr. Burnette being the new owner.

Paul Thrush, Carolina Beach Road Drive-In, Wilmington, N. C., was in buying and booking. . . . Bill Simpson, salesman, Kays, made a sales trip through central South Carolina, and picked up several contracts on "Karamoja."

H. G. Arenson has gone to Florida for the winter, and is now working around Miami Beach. . . . On the Row buying and booking were John Kime, Marine Drive-In, Jacksonville, N. C.; Harry Cook, Wayne, Mount Olive, N. C.; J. W. Griffin, Jr., Griffin, Forest City, N. C.; Bill Drace, Grand, Greer, S. C.; F. B. Grigg, Diane 29 Drive-In, Gastonia, N. C.; C. M. Bowden, Ritz, New Bern, N. C.; S. L. Pinkston, 601 Drive-In, Salisbury, N. C.; Howard Bynum, West Jefferson Drive-In, West Jefferson, N. C.; and Roby L. Rumly, Fox Drive-In, Spartanburg, S. C.

## Jacksonville

Back in town were Louis and Jerry Gold, Gold-Dobrow Theatres, Pahokee, Fla. Jerry was recently elected 1955 president, Motion Pictures Exhibitors of Florida, and he came here to confer with Horace Denning, MPEOF board chairman, and Bill Beck, MPEOF secretary. Beck, who manages the Five Points, doesn't keep the public in the dark while the interior of the theatre is dark at night for a period of three weeks during the installation of a CinemaScope screen. He keeps the animated marquee lights ablaze with information about the new screen and redecorating work.

Other Florida installations of CinemaScope recently accomplished or scheduled in the near future were announced by

Thomas P. Tidwell, 20th-Fox branch manager, as follows, Palms, West Palm Beach; Springs and Seminole, Tampa; Cameo and 4th Street Drive-In, St. Petersburg; Capitol, this city; Dixie Skydrome, Lake Worth; La Belle, La Belle; Apalachee Drive-In, Grand Ridge; Spears Drive-In, Graceville; Warner, Fort Lauderdale; Ridgewood, Daytona Beach; Outdoor Drive-Ins, Bartow and Clearwater; and Bunche, Ace, and Ritz, three theatres in Miami operated for Negro patrons only.

Miss Jacksonville for 1955 will be selected from among 15 contestants on the Palace stage next Jan. 7, reported George Krevo, Palace manager. The contest is sponsored by the Junior Chamber of Commerce, and the winner will be entered in the Miss America contest.

A pair of high-heeled shoes were glued to the sidewalk in front of the Florida with this sign between them, "These could have belonged to 'The Barefoot Contessa.'" Bob Skaggs, Florida manager, also collected a barrel of old shoes. One shoe of each pair was tagged with a sign saying "Return to the Florida. You will find the mate to this shoe and receive free theatre passes for you and your mate." The tagged shoes were distributed over the city at bus stops, schools, parks, and downtown street corners. For his exploitation of "Desiree," Skaggs had Western Union night letters sent to the top 100 business executives of Jacksonville, saluting them as "Napoleons" of industry and inviting them to attend a performance of "Desiree," using the wire as a pass. The list of executives had been supplied by the Chamber of Commerce, and many of the men accepted Skaggs' invitation. For the first-run of "The Last Time I Saw Paris," Skaggs had an airplane circling in the air above the Gator Bowl during one of the season's leading local football games. Trailing behind the plane was a 40-foot banner advertising the motion picture.

## Memphis

Allene Ratliffe replaces Betty Bramlett at Allied Artists as cashier. Betty intends to take it easy for awhile and make a happy home for Bert, who will soon be



George Murphy, MGM's unofficial ambassador from Hollywood, recently visited the MGM exchange in Charlotte and is seen with the staff, including Nancy Wilson, Lois Summers, Betty Beatty, June Barr, Clarinda Craig, Jeanette Correll, Imogene White, Blanche Carr, Anita Martin, F. A. Greene, owner of theatres in Timmons ville and Olanda, S. C.; Sal D'Aria, Grace Garnett, Almetta Miller, Stella Todd, Eloise Hardwick, Kathleen Stevens, Dorothy Mitchell, Clara Mae Graham, Pearl Beaton, Betty Farr, Amos Boyette, C. L. Autry, branch manager Jack ReVile, office manager Hugh McDonald, Rose McIlroy, Daisy Tadlock, Margaret Brown, Carrie Henderson, Lyndall Welch, Ruth Hunter, Clarence Cox, James Wright, Bill Hudson, Frank Savage, Bobby Lynch, Walter Thomas, assistant branch manager R. L. Huffman, Barney Ross, and Ona Johnson.



out of service. . . . Fire destroyed the screen at the Strand, Louisville, Miss. The house is open on weekends only, but was full, and was emptied in orderly fashion with no injuries. . . . When water skiing opens up this spring, Memphis Ski Club will have a very special attraction, so announces president John Coll, Paramount shipper. Coll was referring to his new born son, John, Jr.

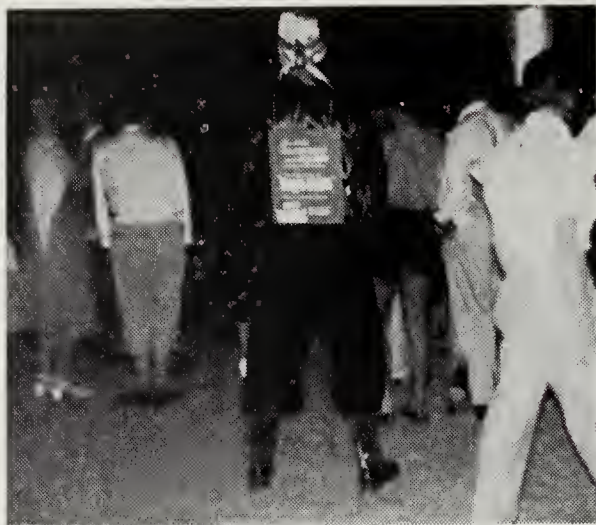
In exploiting "Riot In Cell Block 11," Valerie Gullett, Benoit, Miss., almost caused a riot, with an authentic prison suit which an employee wore on the streets and in front of the theatre during the engagement. . . . Visitors on the Row were J. T. Hitt, Plaza, Bentonville, Ark.; James Cheadle, Ritz, Manila, Ark.; Carl Christian, Cozy, Tuckerman, Ark.; Bem Jackson, Honey, Indianola, Miss.; Mrs. Johnny Keller, Joiner, Joiner, Ark.; Mr. and Mrs. Thomas, Griffin, Mason, Mason, Tenn.; Lyle Richmond, Richmond, Senath, Mo.; and N. O. Patterson, Tate, Coldwater, Miss.

Tommy Ferris, Shelby, Shelby, Miss., reports the necessity of closing his theatre for awhile, due to the building being condemned. . . . Mr. and Mrs. J. C. Knoble and family left for a visit in Dallas.

WOMPI held its pre-Christmas dance at the Variety Club and has vowed to make it an annual affair because of the wonderful time enjoyed by everyone. It was regretted by all that Frances Blankenship, president, was unable to attend due to a recent minor operation. The club was welcomed by M. H. Brandon, Sr., who expressed for Variety Club the wish to cooperate in every way in making WOMPI a success. Lois Evans, Strand Enterprises, expressed the thanks of WOMPI to Variety Club, and F. J. Kaiser kept the ball rolling at the microphone. Each WOMPI member present passed before the "mike" and introduced herself and the company she represented. . . . Danny Wahlquist, Paramount, and his mother, Vivien Wahlquist, Allied Artists, left by train for Wichita, Kans., to spend Xmas with Sammy Wahlquist.

Visitors were Victor Webber, Center, Kensett, Ark.; Mrs. H. A. Fitch, Erin, Erin, Tenn.; Roy Dillard, Dillard, Wardell, Mo.; Anne Knoble, Temple, Leland, Miss.; John Hood Inverness, Inverness, Miss.; Roland Adams, Rebel Drive-In, Oxford, Miss.; Walter Lee, Little Rock, Ark., owner, New and Rice, Heber Springs, Ark., and Des Arc, Ark.; Elvis Bryson, Ark., Mammoth Springs, Ark.; Ernestine Bridges, Bridges, Greenville, Miss.; W. H. Gray, Rutherford, Rutherford, Tenn.; D. D. Spitzer, Star, Jackson, Tenn.; Zell Jaynes, Maxie, Trumann, Ark.; Henley Smith, Imperial, Pocahontas, Ark.; Frank Patterson, City, Junction City, Ark.; T. C. Speer, Bailey, Cabot, Ark.; Lyle Richmond, Richmond, Senath, Mo.; W. Bedford, Marion, Hamilton, Ala.; T. A. Ray, Calico, Calico Rock, Ark.; and Mart Mounger, Mart, Calhoun City, Miss.

The Variety Club of Memphis, Tent 20, has elected the following as its Crew for 1955, M. A. Lightman, Jr., chief barker; G. L. Brandon, first assistant; Fordyce Kaiser, second assistant; Nathan Reiss, dough guy; and Howard Nicholson,



Krag C. Collins, Surf, Miami Beach, Fla., recently had aide Ronald Rawls attired in Oriental robes and out as street bally for 20th-Fox's "Adventures Of Hajji Baba."

property master. M. H. Brandon was named international canvasman.

## New Orleans

Milton Dureau, president, Masterpiece Pictures, announced the completion of a deal with Associated Artists' Productions for territory distribution of all their new and re-issue pictures.

Out-of-town Louisiana exhibitors in buying and booking were John Luster, W. W. Page Amusement Company, Robeline; Ira Olroyd, general manager, Lauve and Bodin's Teche, Franklin; Vic Maurin, Fox, Houma; John M. Harvey, Nabor, Oberlin; Hector Naquin, Cecilia; Donald Fiske, Fiske, Oak Grove; Milton Guidry, Nona, Lafayette; Frank Pasqua, Gonzales; and Jack O'Quin, Joy-Oke Theatres, Kaplan.

Mississippi exhibitors seen around were Al Randall, Woodville; J. J. Warren, Fair, Centerville; L. J. Bruns, Apex, Lumberton; William Butterfield, Lake Drive-In, Pascagoula; Jim deNeve, Highway 80 and Varia Drive-In, Jackson, and the Rivoli Drive-In, Vicksburg; Ed Ortte, Cleremont Harbor, Legion and Gulf, Gulfport; Ed Jenner, drive-in executive, Laurel; Teddy Solomon and booker Lon Davis, N. Solomon Theatres and Pike Booking Company, McComb; B. V. Sheffield, Poplarville; Curtis Matherne, booker for Henry Meyer's theaters, Biloxi; and Ernest Landaiche, Beach Drive-In and Buck, Biloxi.

It was eight years of blissful married life for the Al Bonenos. . . . Milton E. Cohen, New York, UA eastern and southern sales manager, visited with district manager George Pabst and branch manager Alex Maillho and staff. . . . Ernest Bruno, husband of the all around gal in the F. F. Goodrow Exchange, is slowly on the mend after a serious operation. . . . Bert Bishop, MGM midwest sales manager, was in for conferences with manager C. T. Briant and staff.

Gary Cooper was here on a four day visit in the interest of his new picture, "Vera Cruz." During his stay he was on a round the clock merry-go-round of personal appearances and social functions.

Mrs. August Hartong, Masterpiece Pictures employee, gave birth to a baby girl at Baptist Hospital. . . . William Holiday, branch manager, Paramount,

was in Atlanta for the company's south-eastern division manager's conference.

S. E. McDaniel assumed operations of the Warrington Drive-In, Warrington, Fla., from former operator Mrs. Olivia Stuart. . . . Urban and suburban exhibitors seen about were Mortimore, Shiell, and Olah, Skyvue Drive-In; Rene "Wompi" Brunet, Imperial; Paul Brunet, Dixie; Phillip Corte, Garden; Samuel Corte, Laurel; Frank Ruffino, Gaiety; Mrs. Bertha Foster, Violet, Port Sulphur, La.; Paul Schaffer, manager, Crescent Drive-In; William Shiell and Ed Jenner, Marrero Drive-In; Abe Berenson, Tower, Gretna, La.; B. J. Keyhan, Gretna Greens Drive-In, Gretna, La.; Alice Catalanotta, manager-booker, Fox; Mike Ripps, Twin Do Drive-In, Metairie, La.; William Sendy, Patio; S. J. Gulino, Kenner, Kenner, La.; E. W. Ansardi, Buras, La.; Frank Lais, Algiers Drive-In and Lakeview; Bertrand Kiern and Dave Richarme, Happy Hour; and J. A. Parker, Gordon, Westwego, La.

Mrs. Alex Gounares, Roxy, Mobile, Ala., was in, as was Ed Delaney, Pike, Magnolia, Miss.; Fred Houck, Joy's Theatres, Inc.; Floyd Murphy, Exhibitor's Screen Service, Alexandria, La.; Ernest Delahaye, Gwen, Maringuoin, La.; and O. Gaude, Magic, Port Allen, La.

Abe Berenson, president, Allied of Gulf States, Gretna owner, and West Bank automobile distributor is back after a business trip to Detroit, Mich.

Exhibitors F. G. Prat, Jr., Prat-Aucoin Theatres, Vacherie, La.; Mrs. O. J. Barre, Luling, La.; and Anna "Miss Labadieville of '54" Molzon and Pops Robert, Norco, La., were among regular weekly callers.

## Florida Miami

The newly elected Crew for 1955 of Variety Club, Tent 33, comprises Robert C. McNabb, chief barker; Herbert Gillis, first assistant; Harry Hartman, second assistant; William Onie, dough guy; and Saul M. Greenberg, property master. Delegates to the international convention are Herman Hunt and Vance Schwartz.

James Frazier is Bill Goller's new assistant at the Tower. . . . Hal Hornstein, Joe Hornstein, Inc., reported the installation of CinemaScope equipment in the Le Jeune Drive-In; the Sunset, Fort Lauderdale, Fla.; the Danie Drive-In, Dania, Fla.; and in the Number One Drive-In, Daytona Beach, Fla. . . . Van Myers, head, Wometco confection department, was conducting a contest among concession units for the best Christmas decorations.

Frank Miller, Wometco maintenance department, became a grandfather for the second time, another pretty little girl. . . . James Loomis, Wometco artist, is responsible, along with two other artist-members of his church, for beautiful religious displays on the lawn of the church.

Sidney Meyer and Roy Schechter hosted fellow members of the Miami Rotary Club at the club's annual theatre party at the Miami.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

New officers of Tent 3, Variety Clubs, are chief barker, Robert C. McNabb, branch manager, 20th-Fox; assistant chief barkers, Herbert Gilles, branch manager, Paramount, and Harry Hartman, station WCPO salesman; property master, attorney Saul M. Greenberg; and dough guy, William Onie, exhibitor. New officers of the Ladies Auxiliary are president, Mrs. Herman Hunt; first vice-president, Mrs. Arthur Van Gelder; second vice-president, Mrs. Robert Jacobs; treasurer, Mrs. Abe Maius; and secretary, Mrs. James S. Abrose. Directors are Mesdames Saul Greenburg, Max Marcus, A. Straus, Vance Schwartz, Harry Pollins, and Stuart Jacobson, and past presidents, Mesdames Jack Finberg, M. M. Dennis, and Sam Weiss. Joint installation of officers is scheduled for late January. Auxiliary members staged a Christmas party for retarded children at the nabe Avon, with films and gifts distributed by Santa. A cocktail party was staged for Variety members and an open house for members and guests is set for Jan. 1, both in the clubrooms in Hotel Netherland Plaza.

The 15,000 residents of Sidney, O., are displaying considerable interest in the complete remodeling of the Ohio, acquired recently by the Chakeres Circuit from Stanley Warner. About \$75,000 is being spent to make it a practically new house, inside and out. The Chakeres Circuit, headquartered in Springfield, O., now operates 39 houses in 29 cities in Ohio and Kentucky.

Dick McBeth, manager, Colony, Hillsboro, O., a Chakeres house, reported a car give-away promotion was a huge success. . . . Frank Collins, Chakeres general manager, is conducting a New Year's Eve attendance contest, with the manager of the house reporting the best boxoffice that night being awarded a prize. . . . Phil Chakeres, president, Chakeres Circuit, and his wife will be at their winter home in Miami Beach, Fla., after Jan. 1.

Branch managers and salesmen in the southeastern division of U-I were made acquainted with upcoming company films and formulated policies and promotion plans at an enthusiastic two-day meeting in Hotel Netherland Plaza. James Frew, division manager, presided, assisted by F. J. McCarthy, Atlanta, southeastern and Canadian sales manager; Charles Simonelli, advertising; and Ben Hill, publicity. Frank Schrieber, branch manager here, was host to the guests, who included branch managers William D. Kelly, Atlanta; James Greenleaf, Charlotte; Dick Settonn, Memphis; and Buford Styles, Jacksonville, and 25 salesmen from the various branches.

Meyer Adelson, Philadelphia, president, States Film Service, and P. K.



On a recent visit to Cleveland, Dorothy Dandridge, star, 20th-Fox's "Carmen Jones," sold tickets in the RKO boxoffice on opening day and literally blocked traffic on upper Euclid Avenue.

Wessel, Cincinnati, treasurer, attended a meeting of National Film Service in Chicago. Also on business trips were Herbert J. Gilles, Paramount branch manager, to Philadelphia; Lloyd Krause, RKO branch manager, to Chicago; Jay Goldberg, Realart and Lippert, to Cleveland; Edward Salzberg, Screen Classics, to New York City; and George A. Kirby, Republic branch manager, to Huntington, W. Va.

The office staff at Republic staged a Christmas party at the White Horse Inn in nearby Kentucky, and the office girls at UA had a dinner party at the Colony Restaurant. Office parties were staged at Columbia, RKO, UA, and National Screen Service. . . . Several Christmas parties for neighborhood children were held at the nabe Valley and the Dixie, Imperial, and Hiland, in neighboring Kentucky. Appropriate films and distribution of gifts featured the parties.

## Cleveland

Many local neighborhood houses followed the annual custom of closing on Christmas Eve to permit their employees to spend the holiday with their families. In Akron, the sub runs closed Wednesday through Friday. . . . Loew's State, Loew's Akron, and Loew's Canton were trying out something new in the way of booking during Christmas week. "Lili" was offered for the morning show. Patrons attending were able to remain to see "Three Ring Circus," the regular attraction for the week, without having to pay for another admission.

Peter Dana, Universal-International division manager, and Peter Rosian, district manager, conducted a district meeting here to relay to the district branch managers and salesmen what they learned at the recent west coast executives' meeting. Present were Philadelphia branch manager Eddie Heiber; his assistant, Si Horowitz; salesmen H. Colton, James Coyne, R. Melvin, and Ed Potash; Pittsburgh branch manager Pete Quiter; salesmen M. A. Silverberg and Milton Ripp; Detroit branch manager Ted Levy; salesmen Lee Goldsmith and William Waldholz; Cleveland branch manager Carl Reardon; salesmen Jim Levitt, Edwin R. Bergman, and Bill Lissner. Duke Clark publicity representative, also attended the district meeting.

Arthur Marchand, Film Transit Company, and Mrs. Marchand had a pleasant surprise when their son, Corporal Ronald Marchand, flew in from Chandler Air Base, Ariz., where he is a member of a jet ground crew on a surprise leave. . . . The RKO Palace has a new carpet in its lobby. This is quite an event as it takes 414 square yards of carpeting to cover the spacious area. . . . Leo Greenberger, Community Circuit, states that he will reopen the Standard, a downtown grind house, right after the first of the year.

George Planck, a veteran in show business, has sold his Ohio, Loudenville, O., to Irving Mumper and will devote full time to his ice cream business. . . . Leonard Gray, Paramount resident publicity representative, is just back from the west coast.

Milton Mooney, Cooperative Theatres of Ohio, has his Christmas cards postmarked Yokohama, Japan. He and his wife are on a far eastern vacation trip. . . . Sanford Leavitt, Washington Circuit, his wife, and two daughters drove to Florida for the school vacation period to visit Joe Leavitt. . . . Also Florida bound via automobile is Ray Schmertz, 20th-Fox sales manager, his mother, wife, and family. I. J. Schmertz, 20th-Fox branch manager, will join them.

A \$52,000 damage suit was filed in court here by Victor Salupo and Anthony Dennison, against the Masonic Auditorium for alleged breach of contract. Salupo and Dennison, heads of Group 16, formed to show foreign films that failed to get a state censor seal, contracted with the Masonic Hall representatives for the use of its auditorium to exhibit a series of five foreign pictures to its membership. After the series was advertised, the Masonic Hall representatives cancelled the contract. They notified Group 16 heads that the pictures announced for exhibition were not of a suitable character or in harmony with the Masonic Temple Association's standards. Salupo and Dennison then negotiated without success for the Hotel Manager auditorium, and finally secured a lease on the Moreland. Thomas Schulkins, in charge of rental of the Masonic Auditorium, says that he did not know the films in dispute were not censored. "Our contract reads," said Schulkins, "that all pictures presented in our auditorium must comply with all laws, rules, regulations, and ordinances of the city of Cleveland." The contract was entered into and broken prior to the Ohio Supreme Court ruling that pre-censorship is "unlawful." Salupo and Dennison are each asking \$25,000 personal damage, claiming that the publicity was harmful to the success of their enterprise, and an additional \$2,500 actual damage which they say includes their advertising campaign.

Bernard Rubin, 38, head, Imperial Pictures, only independent distributor in northern Ohio, succumbed in his office of a heart attack. His wife and three small daughters survive.

## Detroit

Anthony Eugenio is decorating the Seville and the Rex, newly acquired



Sterling houses. . . . The Baldwin, Baldwin, Mich., was ruined after a fire swept through the building. Local law suggests arson, with the loss pegged at \$30,000. . . . Harold Morrison, Carlton, manager, spread good will among the Albanian population when he showed "Skandberg," a story of Albania's George Washington. Folks of Albanian decent in native costume showed up for the opening to make it a festive occasion.

Police were looking for William J. Carden, manager, Loop, who disappeared on the way to the bank. Associated Theatres general manager Max Gealer said that Cardin left for the nearby bank carrying about \$1,000 and driving Gealer's late model car.

Louis Spann, 50, exhibitor for the past 20 years, died recently. Other area deaths included Saul Sloan, another exhibitor, who died at 57, and salesman Kenneth Guibord's father, Reubin. . . . W. J. Thick, Bogar, Marshall, Mich., has been in the University Hospital, Ann Arbor, Mich.

Howard Pearl was showing Sarita Montiel, Mexican actress, around town. She's pushing "Vera Cruz." . . . Two drive-ins are in the works for next summer, the Phillips, Jackson, Mich., and an unnamed plant being built by the Ashman brothers in Saginaw, Mich. Koehler Brothers, Saginaw, put up both screen towers, and Long Sign Company, Detroit, is doing the signs. . . . Gold Coast Enterprises' Dave Korman has been doing brisk business selling speaker covers. . . . Midwest Circuit head Nathan Schreiber celebrated his 70th birthday. . . . Bill Spencer, operator, Waterford Drive-In, has returned from roadshowing Hudson and Pontiac cars.

James F. Sharkey, Jr., has been added to the sales staff by distributor Stanley Dudelson to handle small town bookings of "Karajmoja" and "Half-Way To Hell" for Hallmark in this area.

Newcomer Emery Williams is managing the Dawn. . . . Nita Shoemaker has switched to the Beverly ticket office. . . . Harry Weiss has left the Paramount ad office, replaced by Leonard Gray from Denver.

Hazen P. Thorn, projectionist, Ecorse Drive-In, died of a heart attack while deer hunting. Thorn, 53, is survived by his wife, one son, and four daughters, and had been active in Detroit area houses since 1943.

## Indianapolis

Variety Club, Tent 10, had a 90-minute television report to the Indianapolis community concerning its activities in the field of cerebral palsy. A year ago this tent handled the cerebral palsy telethon which resulted in the raising of \$264,000. Since that time, the tent has been in full charge of the recreational program used in conjunction with cerebral palsy therapy. A playground was provided and a suitable club house has been built. The tent has just leased new quarters on Film Row and will jointly occupy the building shortly after the first of the year with the Allied Theatre Owners of Indiana,



The recent first anniversary of "This Is Cinerama," Warner, Pittsburgh, was sponsored by the Fraternal Societies of Greater Pittsburgh, which represent all the nationality groups. They presented a plaque to "Cinerama" citing it as "a force for creating a closed bond between the peoples of the world." Seen above are Lester B. Isaac, right, director of exhibition for Cinerama; W. Stewart McDonald, left, vice-president and treasurer, Stanley Warner Corporation, receiving the plaque from Joseph Sudimack, center, president, Fraternal Societies of Greater Pittsburgh.

## Pittsburgh

The Variety Clubs annual Christmas party for the children of its members has outgrown the club rooms so it was held in the Pittsburgh Room of the William Penn Hotel. . . . Donna Atwood, wife of theatre manager John H. Harris, will retire from "Ice Capades" after next season. Her husband has landed "Peter Pan" for his wife's farewell appearance in the 1956 edition.

W. E. Anderson, owner and operator, Anderson Circuit, flew here in spite of bad weather to take care of his bookings and personal business. . . . John Rigas, Coudersport, Pa., reported that hunting in his area was greater than last year, but in spite of this his business was way off.

Don Enstrom, Shinglehouse, Shinglehouse, Pa., intends building a drive-in in New York State. . . . M. W. Carson, Elm, Tionesta, Pa., recently returned from a trip to New York City. . . . Lee Conrad, Park, Meadville, Pa., will do a turnabout and instead of showing a musical type of feature for his New Year's eve show will try a horror show.

Sam Galanty, Columbia division manager, was in to discuss product with Jack Judd, Columbia branch manager. . . . David C. Silverman local RKO branch manager, attended a three day meeting in New York with the RKO home office executives to discuss their upcoming product and their introduction to the trade of their new anamorphic process, Superscope.

Among the state visitors were Tommy Bello, Nanty Glo; Bert Redfoot, Windber; Charles Trozzi, Hermine; Voloris Hayes, Linesville; Chris Fourgis, Mount Pleasant; Ralph Edleman, Mars; Adolph Farkas, Johnstown; and Cuba Walker, Ideal Circuit, Johnstown.

Tommy Bello, Capitol, Nanty Glo, Pa., will take over the Penn, Blairsville, Pa., starting with the New Year. Saul Perl-

## Wile Sees Flow Of More Prints

COLUMBUS, O.—There has been little, if any, response from distributors to the invitation of R. M. Eyman, chief Ohio film censor, to submit pictures voluntarily for censorship, reports Robert Wile, secretary of the Independent Theatre Owners of Ohio.

Wile said the print shortage may be relieved for Ohio exhibitors by the absence of censorship, since the companies no longer have to pay the \$3 per reel fee for every print, "They will be more willing to bring prints into the state for simultaneous bookings. While this may not be felt in the first week, the situation may ease tough print problems."

Cuts have been restored in many pictures, said Wile. "As long as this involves a picture which has a Production Code seal, you need not worry, since the picture as you will get it played at least 42 other states and probably more, as Ohio's censors were the most capricious of all," Wile added.

"Nothing would help the cause more than for someone to complain about a picture which has a Production Code seal, was cut by the censors, and then shown uncut in theatres. We could then show this picture to a legislative committee as an example of the type of cutting that is being done."

The Catholic Times, official publication of the Columbus diocese, said editorially that the Ohio Supreme Court's decision "should not be taken as the death knell of state censorship but rather only as a rallying cry for those interested in seeing moral entertainment insured in our theatres."

Eyman stated that "what I'm after are those foreign films. Some of them are downright vulgar."

man, Warner salesman, will be his partner in this new venture. . . . Ray Neil, former manager and buyer, Lamp, Irwin, Pa., has resigned.

Marty Weiss, new Allied Artists salesman for Erie, Pa., and the mainline, did an outstanding job in securing pledges for the Will Rogers Hospital Christmas Salute in his territory. . . . Bob Caskey, veteran Paramount salesman, was stricken with what was thought to be a heart attack, but later turned out to be an indigestion attack. He is now resting comfortably at home.

Ben Amdur, Garden owner, has been elected president, Screen Guild. The other officers are Harry Hendel, vice-president; Harry Rachiele, treasurer; and Charles Mervis, secretary, all local theatremen. . . . Harold V. Cohen, critic, just became an uncle again with the birth of another girl, their third, to Marian and Eugene S. Cohen at the Magee Hospital.

Thomas Leach has gone to the SW Schenley as assistant to manager Harry Thomas. . . . Leona Ecker, Warners booking department and the sister of Variety Club Chief Barker I. Elmer Ecker, underwent surgery at the Mercy Hospital.



## NEWS OF THE

## Territory

## Chicago

Balaban and Katz and Publix Great States Theatres gave Christmas bonuses to all employees. They were a week's check to part-time ushers, others \$25, and to managers approximately \$125. . . . Roy Disney, brother of Walt, huddled with Leo Samuels, chief of the Disney distributing subsidiary, and took time out to buy Mickey Mouse dolls as Christmas gifts. . . . Walter F. Mulaney filed a \$125,000 suit at Charleston, Ill. against Frisina Amusement Company, alleging unfair competition against the Rickey, Mattoon, Ill. The theatre has been closed for two years.

The Chicago Loop Orthodox Synagogue will start erection next spring of a \$500,000 edifice next to the Astor. The synagogue has been housed for the past 10 years in an office building which was damaged by fire a few months ago. . . . Alex Manta has contracted to install CinemaScope in his local drive-ins. . . . Angelo August Bosco, veteran projectionist, passed on leaving his wife, a son, and three daughters. Interment was Oakridge Cemetery.

The International Popcorn Association was accorded the American Trade Association Executives' Certificate of Recognition for "a great service to an industry which is often referred to as America's fastest growing." J. J. Fitzgibbons, Jr., head, Theatre Confections, Ltd., Toronto, accepted the award as IPA chairman. . . . Arthur Arvenson, Alliance Amusement Company supervisor, is beaming over his newly arrived Linda Rae. . . . Balaban and Katz gave its large annual Christmas party for employees and their families. . . . Manny Smerling, Confection Cabinet Company, was chosen to the board of governors of the Chicago Medical School.

James Jovan, Monroe owner, was still on the witness stand in the second week of his \$300,000 triple damage anti-trust suit against Balaban and Katz Corporation, Publix Great States Theatres, Inc., and the nine majors, with his cross examination yet to be started. A jury trial was waived by Simon and Collen, attorneys for Jovan, Samuel Block, representing B and K and Paramount, and Miles Seeley the other majors. Attorney Simon, in his opening statement, said the defendants had withheld first-runs from the Monroe. Attorney Seeley stated that during the time complained of the defendants had abandoned the so-called Chicago booking plans when the Jackson Park decree came into effect and the Loop theatres started bidding for all films. A long hard fought legal battle before Federal Judge Julius Hoffman is anticipated, all local exchange managers having been subpoenaed.

The treasury of La Rabida Jackson Park Sanitarium was enriched by \$74,177 at a Variety Club luncheon presided over by John Jones, chief barker.

Generous public response by theatre patrons accounted for much of the \$70,177 check presented by Variety to R. O. Byerrum, La Rabida treasurer. Mrs. William Margolis, president, Women's Variety Club, gave a check for \$4,000 from a drive in which Mrs. Ralph Smitha was chairman. The gift from Variety brought its donations to La Rabida thus far this year to \$105,803. Dr. Albert Dorfman, director of research at La Rabida, said the money would do much for required equipment for rheumatic fever child patients, as would the newly established Willie Shore Memorial.

The Oriental is undergoing interior decorations, the most lavish since the theatre was built in 1926.

The Clarke, Mattoon, and Time, Mattoon, Ill., all Frisina houses, installed CinemaScope. . . . Albert Dezel, Inc., was chosen to distribute "Intimate Relations" in Indiana, Illinois, and Wisconsin. . . . Ivan Fuldaurer, MGM midwestern field representative, visited. . . . John Balaban, B and K chief, returned from a La Quinta, Cal., vacation.

Jimmy Stewart and his wife visited after attending the wedding of his 82-year-old father in Indiana, Pa. . . . Dave Friedman, Paramount, field representative, visited the home office. . . . The Lido, Michigan City, Ind., installed stereophonic sound.

## Denver

Lester Dollison has bought the Ernie Pyle, Albuquerque, N. M., closed for some time, from Marlin Butler. . . . Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres, has been named to head the Heart Fund drive here for 1955. Ricketson's father and mother recently celebrated their 60th wedding anniversary with a party for relatives and close friends at the Cosmopolitan Hotel.

In looking over the local Buena Vista setup were Leo Samuels, vice-president and general manager; Lou Gaudreaux, business manager, and Charles Levy, in charge of advertising and publicity. While here, they conferred with Marvin Goldfarb, district supervisor. . . . Carl Nedley, MGM branch manager, Salt Lake City, was in on a selling trip.

Mike Cramer, assistant branch manager, MGM, was on jury duty. . . . Westland Theatres have taken over the operation of the Starlight and Northside Drive-Ins, Colorado Springs, Colo., from Lee Theatres. . . . Lem Lee, president, Lee Theatres, and Marjorie Anderson were married in Jaurez, Mexico, and after a honeymoon will live in Denver.

The National Theatre Supply branch held their Christmas party at Eddie Bohn's, where they enjoyed dinner and games. . . . Joe Ashby and Robert Smith, owners, Chief, Steamboat Springs, Colo., and the Rio, Oak Creek, Colo., closed the houses on Christmas and treated the forces of both houses to a turkey dinner. . . . Hal Fuller has established Denver headquarters for his Dimension Pictures at 2801 Broadway. He handles mainly reissues and has arranged to release the films of the Distributing Corporation of America.

Elden Menagh has sold the KarVu Drive-In, Brighton, Colo., to Sam Feinstein and Arlie Beery.

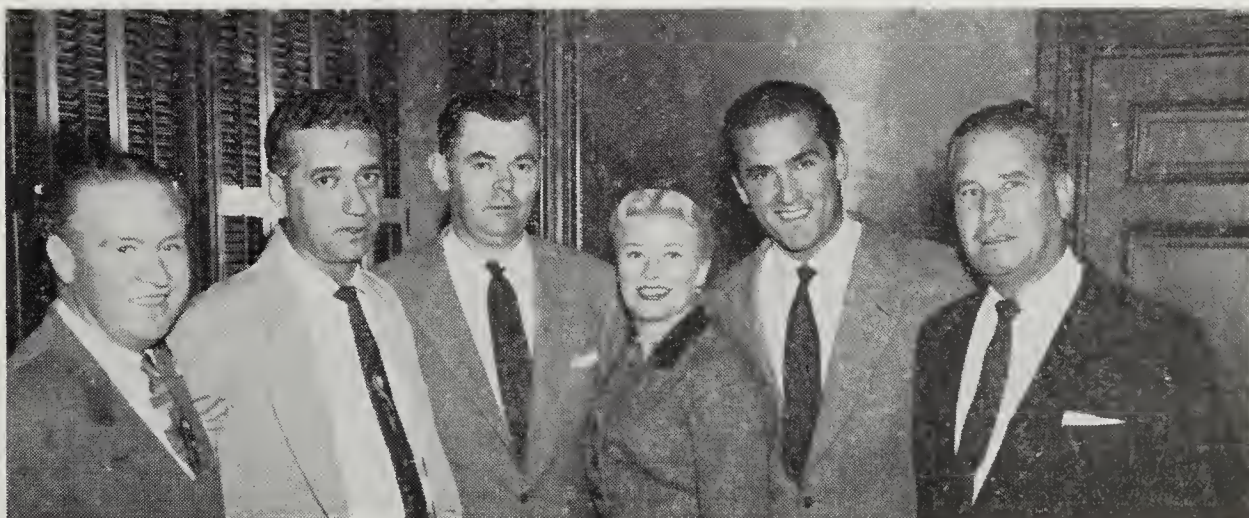
The historic Tabor Opera House, Leadville, Colo., built in 1879, may soon be offered for sale. The membership of the Elks lodge would have to vote on any actual sale offer.

## Des Moines

Jack Kennedy, former manager, MGM exchange, and owner, several theatres in the state, has returned to Film Row as manager, Allied Artists. Chuck Elder has taken over the booking duties, while Bill Lyons, former Allied Artists booker, is now at Columbia.

A burglar broke into the U-I exchange but for some reason left without taking anything of value. Manager Lou Levy was probably the happiest guy when he found out nothing was taken as the thief missed a real haul. Levy had some 60 expensive gifts for the annual Variety Club party all wrapped and stacked on a table just a few feet away from the window which the burglar used to gain entrance into the building. Levy figured the thief probably thought the gifts were dummy packages.

Elmer Svendsen marked his 13th anniversary as operator, Roxy, Alta, Iowa,



Ginger Rogers and husband, Jacques Bergerac, second from right, co-stars in UA's "Twist Of Fate," recently got together with Fox-Intermountain Theatres officials in Denver during their cross-country swing booming the suspense drama. Left to right are: Ray Davis, Fox-Intermountain; Bud Austin, UA branch manager in Denver; Ed Dooley, managing editor, Denver Post; Miss Rogers, Bergerac; and Robert W. Selig, Fox-Intermountain.



and even came up with the number of films he has shown at the house, a total of 2,275.

## Kansas City

Earl Jameson, Sr., president, Exhibitors Film Delivery; Earl Jameson, Jr., general manager, Central Shipping Bureau; and Abbott Sher, general manager, Film Delivery, attended the recent meeting in Chicago of National Film Carriers. . . . Jeff Livingston, eastern advertising manager, U-I, was a visitor at the local exchange for several days.

William Gaddoni, branch manager, MGM, announces the following changes in personnel, Jim Witcher, head booker and office manager; Harvey Cole, salesman in northern Kansas; Bob Johns, promoted to city salesman to replace Woody Sherrill, resigned; and Howard McKinzie, from the shipping department to booker.

The Aztec, Shawnee, Kans., owned and operated by Dickinson Theatres, closed for the past 18 months, reopened Christmas Day. New seats have been installed as well as a new heating and refrigeration system. D. D. McClure, formerly with the Dickinson Circuit, Olathe, Kans., will manage the house. . . . William Porter, auditor, Allied Artists, who has been in since Nov. 1, has gone to Dallas.

Harry Hamburg, branch manager, Paramount, has returned from Dallas where he attended a division and branch managers meeting. . . . John S. Allen, MGM division manager, Dallas, and Burtus Bishop, division manager, Chicago, were visitors at the local exchange. . . . Visitors on Film Row were Mrs. Bob Smith, Urbana, Mo.; John Graham, Forsyth, Mo.; Tal Richardson, Coffeyville, Kans.; Komp Jarrett, Nevada, Mo.; and Elmer Bills, Salisbury, Mo.

## Milwaukee

H. Oshan, branch manager, Columbia, returned from New York where he attended the funeral of his mother, who passed away at the age of 96. . . . F. Ziehm sold the Pulaske, Pulaski, Wis., to Otta Setteie. Setteie also operated the Seymour, Seymour, Wis. . . . Ken Brechler, Town, Darlington, Wis., is now doing his own booking. He formerly was operating through Unity Theatres.

G. B. Porter, Classic, Waupun, Wis., will take over the bookings of his theatre. . . . Carl Schmidt, booker, Warners, is the proud father of another baby boy. . . . Ben Marcus, Allied president, and head S. M. Theatres, is leaving for a Florida vacation.

Stanley Warner Theatres is letting the lease of the Granada expire. This theatre will be remodeled into a store this coming spring. . . . Standard Theatre Management held their Christmas party at their offices in the Warner building. . . . Benny Benjamin, Screen Guild, attended a sales meeting of Filmmakers Productions at the Blackstone Hotel, Chicago.



Barrels set in convenient spots throughout Film Row recently enabled Dallas Women of the Motion Picture Industry to collect food-stuffs and goodies for Christmas baskets for needy Dallas families. This barrel, in the lobby of National Screen Service, has WOMPI members Betty Trotter and Joyce Gannaway, Interstate Theatres; Mildred Fulenwider, Claude Ezell, Associates; Helen Ahern and Rosemary White, MGM; Sue Benningfield, Texas COMPO; and Thelma Joe Bailey, Allied Artists, grouped around it, with Dorothy McCullough and Naomi McGinnis, National Screen Service, seen on the stairway.

Harold Wise, city salesman, Paramount, announced his engagement to Shirley Bocker, a former employee. . . . Bill Ainsworth, Shawano and Oconomowoc, was a visitor on Film Row. . . . Al Bondy stopped off on his return from the west coast to visit Winnie De Lorenzo, General Electric film representative in the Wisconsin territory. Bondy is enroute home to New York.

Twentieth Century-Fox held its Christmas party at the Boulevard Inn. Three employees who had 25 years of service with the company were given gifts.

Eddie Johnson, Roosevelt, is handling the booking chores at Theatres Service Company in the absence of Edward Vollendorf, who is out due to illness.

## Minneapolis

Motion picture exhibitors, theatre supply dealers, and equipment manufacture representatives were in Sioux Falls, S. D., to attend a "show me" meeting featuring new film techniques. They were the guests of the South Dakota Motion Picture Exhibitors association. Exhibitors were from South Dakota, northeastern Minnesota and northwestern Iowa. New film techniques were demonstrated at the Hollywood, Sioux Falls. There was a demonstration of the anamorphic lens with talks by representatives of Bausch and Lomb, Hi-Lux, Super Panatar, and Vidoscope. Screens discussed were by Radiant, RCA, Raytone, and Manco-Vision. Perspecta vs. stereophonic sound also was a topic on the agenda. Pat McGee, Cooper Foundation Theatres, Denver, gave the keynote address at the closing banquet.

More than 1,300 kids in the Fairmont, Minn., area jammed into the Nicholas, Fairmont, on a Saturday morning for the annual Christmas party given by the Fairmont Chamber of Commerce and John Brandenhoff, theatre operator.

. . . Recent out-of-town exhibitors on the Row were Frank Kinas, Thorp, Wis.; R. G. Mullen, Cambridge, Minn.; Paul Ayotte, Wabasha, Minn.; Lane King, Dell Rapids, S. D.; P. R. King, Adrian, Minn.; Al Smith, Rochester and Winona, Minn.; Chet Werner, LeSauer, Minn.; Burr Cline, Jamestown, N. D.; Bernie Larkin, Madelia, Minn.; and Paul Perizzo, Blue Earth and Winnebago, Minn.

William Marshall is the new student booker, U-I. . . . U-I had a Christmas luncheon in the exchange and sent gifts to the school for the feebleminded at Fairbault, Minn. . . . RKO also had an office party the same day. . . . Tom Burke, head, Theatre Associates, is vacationing in Florida. . . . Jim Velde, UA division manager, and Mike Lee, UA midwest district manager, were in.

United Artists placed first in the second lap of the Robert Benjamin drive. Noreen Hoganson is the new stenotypist, Republic, replacing Romal Peterson, who got married. . . . Charlotte Silverman is the new bookers clerk, MGM. . . . Del Schlichting, stenographer, Paramount, vacationed in New York for a week.

The AFL motion picture projectionists' union has protested that their members are not making the kind of money the theatre operators say they do. Owners and projectionists are deadlocked over wage issues as contracts have expired, and the projectionists are threatening to strike. George Klund, chairman of the wage scale committee of the projectionists union, said that the majority of 100 projectionists employed at about 50 Minneapolis theatres receive \$95, with two operators in one loop theatre receiving a top scale of \$117 for a seven-day week. The union has filed strike notice with the federal conciliation office.

Theatres in the territory which have closed recently include the Lyric, Atwater, Minn., operated by Henry Simonsen; the Ulen, Ulen, Minn., operated by A. A. Bullement; and the Badger, Badger, Minn., operated by Alfred Skeim. . . . National Screen Service had its Yule party at the Variety Club rooms in the Nicollet Hotel; Paramount celebrated at the Francis Drake; 20th-Fox had its party in the exchange; Warners had a party at the Leaminton Hotel; and Columbia celebrated at the Andrews Hotel.

Variety Club of the Northeast will have its New Year's Frolic on Dec. 31 at the clubrooms in the Nicollet Hotel. Howard Greenstein, salesman, U-I, is in charge of entertainment and reservations. . . . Chick Evens, 20th-Fox midwest exploiter, was in. . . . Hal Perlman, U-I exploiter, was in working on holiday openings of "Sign of the Pagan" and "So This Paris." . . . Hjalmar Kauppi is reopening the Lake, Eden Valley, Minn., on Christmas day.

## Oklahoma City

Paramount Pep Club held their Christmas party dinner-dance at the new Holiday Inn Lodge. . . . RKO employees had their pre-Christmas steak fry at Will Rogers Park.



Clyde Stoddard Williams, brother-in-law of W. A. LaBarthe, Grant, Pond Creek, Okla., passed away following a heart attack. Services were held in the Christian Church, Tonkawa, Okla.

Mr. and Mrs. Harry Lawrence, Majestic, Madill, Okla., have moved into their new home. . . . Mr. and Mrs. Walt Kerr, Platt, Sulphur, Okla., spent Christmas with their daughter and grandson in Dallas. . . . Mr. and Mrs. Garland Wilson and family, Shuttuck, Shattuck, Okla., moved into their new home in time for the Christmas holidays. . . . Paul Covey, Laverne, Laverne, Okla., has reopened his photography studio, and his son, Robert, who was connected with the Central Air Lines has resigned and returned to Laverne to operate the theatre.

The children of Mr. and Mrs. H. T. Burns, Opera House, Apache, Okla., Sue and Jerry from the University of Oklahoma, Norman, Okla., and Pat from Las Vegas, Nev., were home for Christmas. . . . Joe Turner, Lawton, Lawton, Okla., entertained the motion picture industry with open house. Don Jones, Ritz, Lawton, acted as host. . . . Mr. and Mrs. Claud Thorp, Gem, Ryan, Okla., held open house for industryites.

Paul Stonum, Redskin, Anadarko, Okla., has purchased the Cyril, Cyril, Okla., from H. T. Burns, and takes it over on Jan. 1.

Mr. and Mrs. Glenn Thompson, Thompson Theatres, are spending a few weeks in Florida. . . . Mr. and Mrs. Watt Long, LaVista and Watt, Hollis, Okla., spent a week in Mineral Wells, Tex., taking health baths. . . . Volney Hamm, Mount Scott Drive-In, Lawton, Okla., just returned from a business trip to Dallas. . . . Grady Hightower, Tower, Terral, Okla., has opened up a drug and variety store in Terral. . . . Mr. and Mrs. C. L. Lance, El Rancho, Ringling, Okla., spent the Christmas holidays with their daughter in Arkansas. . . . Ben Terry, brother of Vance Terry and also partner of the Woodward, Woodward, Okla., has been elected mayor of Woodward.

Beaty Chronister, Washita, Hammon, Okla., has opened a Purina Feed store in Hammon. . . . Frank Deaton, partner of J. L. Kelley, Pix, Alva, Okla., who has been in retirement, spent a few weeks in Alva. . . . Mr. and Mrs. Don Cole, Bison, Buffalo, Okla., have returned from a visit to West Plains, Mo. . . . Opal Gray, Esquire, Chickasha, Okla., was in St. Louis.

Mrs. Hale, mother of Wright Hale, Lyric, Spearman, Texas, is now at home recuperating from a recent operation. . . . Mr. and Mrs. A. D. Brawner, Mission, Hooker, Okla., visited their son in New Mexico. . . . Lewis Long, 54 Drive-In, Guymon, Okla., has completed digging water wells for the irrigation of his wheat farm. . . . Mr. and Mrs. O. L. Smith, Alamo, Marlow, Okla., just returned from a trip in Texas. . . . Sam Ridgeway, Trend, Maysville, Okla., is serving on a special safety council of the State Highway Patrol. . . . George Walje has bought the Star,

Minco, Okla., from his son Henry. Henry will remain in Tulsa where he is employed by the Spartan Company. . . . J. G. Gillette, Vue, Mount View, Okla., has opened a printing shop. . . . Mr. and Mrs. W. A. LaBarthe, Grant, Pond Creek, Okla., visited their son and daughter-in-law in Wichita, Kans. . . . Jim Mote, former owner, Friendship, Sterling, Okla., has bought some rigs and is now drilling water wells in the community. . . . Mrs. Izah Adams, Ritz, Sulphur, Okla., made a trip to Dallas. . . . Bob Adams, son of Mr. and Mrs. B. L. Adams, Palace, Sunray, Tex., has been inducted into the army.

The new chief barker of the Variety Club, Tent 22, is Dave Hunt, former branch manager, Republic, and now film director of television station KWTU. Hunt, who has been first assistant chief barker the past year, succeeds Sam Brunk, who automatically becomes a member of the board of directors of Variety Clubs International. Other new officers include Don Tullius, branch manager, Warners, first assistant chief barker; Claude F. Motley, Video Independent Theatres, second assistant; Paul Rice, salesman, Paramount, property master; and George Fisher, branch manager, MGM, dough guy. Directors are C. R. Guthrie, Ed Thorne, Jess Bollman, Paul Townsend, and R. Lewis Barton, all of Oklahoma City, and Ralph Drewry, Tulsa. First meeting of the new officers and directors will be on Jan. 3 in the clubrooms in the Biltmore hotel. At that time, two delegates and two alternates will be elected to attend the international convention May 4 through 7 in Los Angeles. Two associate members also will be named to serve on the board in an advisory capacity.

City theatres joined in the marine reserve "Toys for Tots" campaign when any child under 12 was admitted to a movie on presentation of a new toy. . . . Jess Jones, Ritz, Crescent, Okla., is now home after spending a week in the hospital from penicillin reaction. . . . Berlin Parks, secretary, and Kenneth Lyons, business agent, operators union, were in Tulsa, Okla., to attend a business meeting and banquet. International president Richard Walsh was present.

## Omaha

The Plains, Rushville, Neb., rated a two column feature story on the opening

of CinemaScope, giving owner Ross Jenkins praise for improvements to his theatre in far northwest Nebraska. The new screen is on rollers so that it can be moved out of the way for live talent productions.

Marvin Jones, who has the State, Red Cloud, Neb., announced he has made a change in the location of his new drive-in. It will be located on land purchased from H. H. Hosick on the north edge of town and construction of the tower will start soon. Clive Bogardus has bought land adjoining the swimming pool recently voted in Red Cloud. On the south side of town, he plans to build a drive-in and facilities for fountain and curb service refreshments.

Bayard owner Owen W. Anderson was given \$1,000 for his tip which led to the capture of Joseph Derl Gore, 20, who confessed to the \$58,142 daylight robbery of the First State Bank of Scottsbluff. Anderson tipped off the night marshall that Gore was acting suspiciously at his theatre and officers arrested Gore at the Bayard railroad depot with a suitcase containing the loot.

Henry Carlen has bought CinemaScope equipment for his theatre at Spaulding, Neb., and Charles Gibson is completing CinemaScope installation at Sutton. Tom Carter, operator, Crystal, Arapahoe, Neb., has put in wide-screen and new booth equipment. . . . Max Rosenblatt, RKO branch manager, attended a district meeting in Chicago.

Cal Bard, Jr., United Artists salesman, was out of the hospital and back at the office but was barely able to get around on his bad right knee. He was injured in a two-car collision near Wahoo, Neb. . . . The Oshkosh Chamber of Commerce elected as its president, Charles Greenlee, owner, Silver Hill, and former co-publisher, Garden County News.

## St. Louis

In University City, Mo., the state has issued a certificate of incorporation to Larribob Productions, Inc., authorizing it to deal in all kinds of motion picture films and to issue up to 500 shares of \$1 par value stock. The incorporators were listed as H. Eisenkramer,



This is the new slate of officers of Milwaukee's Variety Club, Tent 14. Seated, left to right, Oliver Trampe, chief barker; Ben Marcus, retiring chief barker; standing, left to right, Ed Weisfeldt, Eddie Johnson, Jack Frackman, William Pierce, Harold Pearson, John Mednikow, Sam Kaufman and John Schuyler.



M. Eisenkramer, L. J. Eisenkramer, and R. F. Eisenkramer.

Louis K. Annsell, Ansell Brothers Theatres, was named as the theatres chairman for the special gifts division of the St. Louis and St. Louis County March of Dimes fund raising campaign.

William C. Earle, manager, National Theatre Supply, left for New Orleans to attend the company's southern district managers, meeting. . . . Mr. and Mrs. Loren Cluster, Salem, Ill., have returned to their home after a vacation trip to Hawaii.

In St. Ann, Mo., Hugh Graham, sublessee, LaCosa, announced that he was giving up operation of the theatre. He has been having union troubles.

In Fairfield, Ill., effective on Dec. 27 the Uptown will be closed on Mondays, Tuesdays, and Wednesdays.

In Perry, Mo., the Mark Twain has been closed indefinitely by its owner and operator, C. K. Paisley. . . . The Amythis was closed indefinitely. Barney Diamond, owner, indicated that he might entertain a proposal either to purchase or lease the house.

David G. Arthur, head, booking department, Fanchon and Marco-St. Louis Amusement Company, has been elected chief barker, Tent 4, Variety Clubs International, to succeed his brother, Edward B. Arthur, president, St. Louis Amusement Company, and general manager, Fanchon and Marco Service Corporation. Other new officers are first assistant, Al Poos, district manager, Fanchon and Marco-St. Louis Amusement Company; second assistant Gordon Halloran, manager, 20th-Fox; dough guy, Joseph Ansell, Ansell Brothers Theatres; and property master, Jim Goldsmith, Station, Station KWK-TV.

Lieutenant General Hobart R. Gay, commanding general, Fifth Army, and Mrs. Gay were the guests of honor at a reception and buffet dinner in the Tower Room of the Congress Hotel as a salute to the motion picture, "This Is Your Army."

In Jefferson City, Mo., State Senator Edward V. Long, Clarksville and Bowling Green, Mo., will be formally elected president pro tem of the Missouri Senate when that part of the Missouri General Assembly convenes here for the 1955 session on Jan. 5. Senator Long is a director of the Missouri-Illinois Theatre Owners.

In Marion, Ill., Marion Castellano, local builder and contractor, is constructing a 500-car drive-in and contemplates having it ready for the grand opening early in the Spring of 1955. Castellano has purchased his equipment from the St. Louis branch of National Theatre Supply.

In Chaffee, Mo., two new drive-ins are being constructed. Mrs. Bernice Montgomery, owner, Horstman, started work on a 350-car drive-in to cost about

\$75,000. A second drive-in has been started by Robert Capshaw, who is in the automobile business here. It also will accomodate 350 cars.

Betty Wendt has been reelected business agent and Richard Klages, United Artists, as president, Film Exchange Employees Union Local B-1 for 1955. Other officers include vice-president, Frank Wagner, Columbia; financial secretary, Abe Engel, retired, who for many years was with National Screen Service; recording secretary, Mollie Corry, NSS; and sergeant-at-arms, Ira Kalis, Universal-International. Members of the executive board are Ray Stockglausner, Warners; Johnny Joyce, Paramount; and Helen Stillenkothen, Warners; as well as the nine elected officers. Members of the board of trustees are Helen Todd, RKO; Jean Daniels, Warners; and Genevieve Hirsh, Republic.

The Moving Picture Operators' Union 143 is slated to elect three members of the executive board and one trustee at its January, 1955, meeting. Officers elected for 1954-55 are business representative, Harvard O'Laughlin; president, Tony Blust; vice-president, C. Fred Kelsick; recording secretary, Alfred Savage; financial secretary, Herbert Butz; treasurer, Walter Wiethoff; guide, Earl Perricone; and sergeant-at-arms, Clarence F. Kelsick, Jr.

In Quincy, Ill., Circuit Judge Fred G. Wolfe has appointed Donald S. Binkert receiver for the closed Orpheum and his official bond was fixed at \$1,000. His principal duties, it appears, will be to collect rents from the various tenants in the Orpheum Building. The appointment of Binkert as receiver grew out of the suit for an accounting and receivership that was filed by Donald C. McConnell against John V. Hoeffler, coowner. The appointment was agreed upon by the attorneys for McConnell and for John V. Hoeffler and Perry Hoeffler, who recently resigned as manager of the closed theatre. An answer filed in the Circuit Court to the amended complaint of McConnell against the Hoefflers stated that Perry Hoeffler has no financial interest in the Orpheum but was merely employed as its manager. The answer also states that his father, John V. Hoeffler, was not present at a conference at the time Perry Hoeffler's employment as manager was orally agreed upon with McConnell. The answer denies that the Orpheum was closed because of the refusal of employees to work because of the alleged nonpayment of wages. The answer says the theatre was closed by "order of the union." It was admitted in the answer that the theatre employees were not paid their full salaries because of insufficient revenue from the operation of the theatre which, the answer states, was operating at a loss. The answer also admitted the theatre had failed to advertise in the daily newspaper for some time.

The Broadway Drive-In is being used during the day by the St. Louis Public Service Company as a parking area. The Broadway since the advent of cooler weather is operating only on Fridays, Saturdays, and Sundays.

## San Antonio

The world premiere of the MGM CinemaScope production, "Bad Day at Black Rock," is scheduled to be held here at the Majestic on Jan. 15. On the same date, the film is also scheduled to be seen at Dallas, El Paso, Tex. and Oklahoma City. . . . Word has been received here at the Clasa Mohme exchange that Louis B. Hess is the father of a baby son. Hess was formerly assistant manager of the local office and is now manager of the Chicago office.

Among the out of town exhibitors in to book at the local exchanges were Dave J. Young, Sr., Mexico, Brownsville, Tex.; John H. Flache, Alameda, Lamesa, Tex.; Lupe Canales, Cynthia, Freer, Tex.; Jose Garcia, National, Asherton, Tex.; and Humberto and Horacio Gonzales, America, Bishop, Tex. . . . Visitors at the local Clasa-Mohme exchange were Gustav Mohme and his son John, from the home office at Los Angeles. The two were enroute to Mexico.

The Interstate Theatre Circuit downtown theatres, the Aztec, Majestic, and Texas, have made arrangements at the local River Garage, near each of the theatres, for special rates for patrons attending the evening showings.

The world premiere of "Day of Triumph" was held at the Tyler, Tyler, Tex. It is billed as the first portrayal of the life of Christ since the advent of the sound movies.

## Seattle

Jack J. Engerman, Northwest Releasing Corporation, is back from an eastern trip which included attendance at the Filmmakers Chicago convention held in the Blackstone Hotel and a stop over in Denver and Salt Lake City where he supervised setting up distributorship of "Karamoja." . . . Lem Jones, 20th-Fox head for short subjects, visited the exchange. . . . Lee Scott, Modern Theatre Supply salesman, returned from a trip to Montana.

Paul D. McElhinney, local manager for Republic, made a flying trip to Spokane to visit exhibitors. . . . Joe Danz is in California supervising southern drive-ins for Sterling. . . . William Thedford and Frank Christie returned from a 20th-Fox meeting in Los Angeles. . . . Bud Brodie, National Screen Service, is back from a business trip to Portland. . . . Celia Blatt, 20th-Fox booker, flew to San Francisco where she embarked for a cruise to Hawaii.

L. W. Roe, operator, Broadway and Columbia, planned to go south for the holidays. . . . John D. Peterson, Portland branch manager, Modern Theatre Supply, spent the holidays in Wisconsin. . . . The Wigwam, Nez Perce, Idaho, owned by Henry A. Baune, has been equipped with CinemaScope, as has Miner Bethman's Kamiah, Kamiah, Idaho. . . . The daughter of Bill Shartin, manager, Favorite Films of California, returned to town from a vacation trip to California before resuming her trip home in the east.



## NEWS OF THE

## Territory

Boston  
Crosstown

Samuel Pinanski, president, American Theatres Corporation, has been appointed regional chairman for New England exhibitors of the National Conference of Christians and Jews, by national chairman John Harris. The conference is in observance of Brotherhood Week, Feb. 20-27. Paul Levi, also of ATC, is named chairman of publicity.

Arcade Marcoux, Baylies Square, New Bedford, Mass., and Al Roy, Orpheum, New Bedford, were lunching with their booker, Stan Farrington, Affiliated Theatres, at the Hotel Statler Rouge Room. . . . Sam Mazetto, 65, veteran theatre manager and projectionist, died in his native city of Lawrence, Mass. At one time he managed the Auditorium, long closed, and the State and Astor, Lawrence.

Mr. and Mrs. Barnet Yanofsky, partner in the Round Hill Drive-In, Springfield, Mass., have returned from a six weeks vacation trip in Europe.

Lawrence Laskey, partner of E. M. Loew Theatres, is chairman of State of Israel Bonds and presided at the huge Chanukah Festival of Light at the Boston Garden Dec. 19 when the goal of \$1,000,000 in Israel Bonds was exceeded by \$150,000. A capacity crowd of 13,900 persons witnessed one of the most dramatic pageants ever presented in Boston, headlined by Jan Peerce, Metropolitan Opera tenor. Among the large cast in the pageant was Ruth Haase, daughter of Sam Haase, theatre real estate broker. A special "Lion Of Judah" emblem was conferred upon Laskey for his services to Israel. Henry Montor of New York, executive vice-president, State of Israel Bonds, termed Laskey "one of the truly great American Jews of this generation."

Marshall Carleton, who has operated the Yarmouth, Yarmouth, Me., for 10 years, has not renewed his lease, and is spending his full time on his real estate business in the area. . . . UA salesman Al Fecke and Mrs. Fecke are spending two weeks vacation visiting their son in Cheshire, Conn., and Al's brother, Herbert Fecke, in New York.

In an effort to stamp out vandalism and destruction in his State, East Milton, Mass., manager Maurice Sidman attended a meeting of the teenage group Shamrock Athletic Club and offered them a deal. If the teenage group will cooperate with him in making a special effort to cut out physical destruction in the theatre, he in turn will donate to the Shamrock Club the night's proceeds in a special teenage show two weeks later. "It has been my experience," said Sidman, "that if the theatre manager works closely with a leading high school

organized group, much can be done to do away with this headache of all managers, vandalism."

Al and Mickey Daytz, officials of Daytz Theatre Enterprises, film buyers and bookers, sent a wire to Joseph E. Levine, president, Embassy Pictures Corporation, distributors of "Jamboree," that the company has dated "Jamboree" in every one of their theatres.

John Sherwin is a musician of note and is now playing the organ at Edgewood Inn, Burlington, Vt., while his son, Paul, is operating the Colonial, Bristol, Vt., during his dad's absence.

Cyrus Harvey, Jr., Bryant Haliday and Myles Morgan, officials of the Brattle, Cambridge, Mass., are entering the production end of the business. They have bought the screen rights for James G. Cozzens' Pulitzer prize winning story, "A Clerical Error," will shoot in Boston.

With the closings of the Neponset, Revere, Mass., and VFW Parkway Drive-Ins, Redstone Theatres, and the Meadow Glen Drive-In, Rifkin Circuit, there are no openairers in operation in this area. In Springfield, Mass., Joseph Levine is operating the Round Hill Drive-In on a weekend policy, as is his custom at this time of the year.

Carl Baird is the new manager, Scenic, Rochester, N. H., for Interstate Theatres, replacing Carmen Urcioli, who resigned to enter another field. "Bud" Wass, manager, Avon Drive-In, now on vacation, will handle the reins for the Randolph on his return. In the spring he will return to the Avon.

Charles E. Handy, owner, Midway Drive-In, Littleton, N. H., made a rare visit to town to discuss his 1955 plans with his booker, Joe Cohen.

Eliminations announced by the Bureau of Sunday Censorship included "La Lupa" (The She Wolf) Italian, parts 1 to 11 (Deletions: eliminate dialogue, "dirty tramp," in part 3; eliminate entire scene showing La Lupa putting on stockings, in part 4; cut to flash scene showing La Lupa's breast exposure while

bending over talking to Maricchia, in part 5; cut scene after Nanni opens his eyes and sees Lupa lying beside him, in part 8; eliminate dialogue, "And I know how she does it too, with the boss," in part 10; eliminate dialogue, "She's nothing but a tramp," in part 10), Republic.

The IFE films had Christmas openings at two downtown theatres. "Bread, Love and Dreams" opened at the Exeter Street for an extended run. Miss A. Viola Berlin, managing director, arranged a press screening followed by a dinner at the Hotel Vendome, attended by Dr. Giovanni Formicella, Italian consul-general, and Jonas Rosenfield, vice-president, IFE, in charge of advertising, publicity, and public relations. The Kenmore, playing "Aida," tossed a luncheon for the press to meet Sol Hurok, producer, hosted by Louis Richmond, owner, Kenmore. Attending this affair were the film critics, music critics, editors, and prominent music sponsors of the city.

The New England premiere of S. Hurok's opera film "Aida" scheduled for the Kenmore on Dec. 23 has been postponed. The IFE release will reopen the theatre after damage caused by a recent fire is repaired. City music lovers are quite impatient.

## Film District

In connection with his first release of his new distributing company, Distributing Corporation of America, Al Swerdlow held a trade screening of "Long John Silver," attended by two vice-presidents of the company, Charles Boasberg, in charge of world-wide distribution, and Irving Wormser, general sales manager. Both men spoke to the buyers and bookers and exhibitors on the sales policy and exploitation campaign of the CinemaScope production.

Sparking the Charles Feldman Drive for U-I, eastern division manager Peter Dana came here to conduct a two day meeting for the sales representatives from Albany, Buffalo, Washington, New Haven, and Boston. He emphasized the forthcoming product from U-I for the new season.



Seen at the recent annual meeting of managers and district managers of the Lockwood and Gordon Enterprises at the Hotel Bradford, Boston, were, seated, left to right, Gus Heim, "Buster" Holt, Norman Rolfe, Louis M. Gordon, president; Douglass Amos, Sam Webber, and Max Yunik; second row, Walter Heath, Morrill Parmenter, William Staples, David Newcombe, John O'Sullivan, Francis Cahalan, Herman Boas, Carl Beals, Robert Tirrell, Herbert Roode, Vincent Youmatz, and Charles Champine; and, third row, Alex Francis-Smith, Frank X. Burns, Richard Deane, Wilfred Howard, Thomas Roderick, Nelson Wright, William Hayes, Edward Haskins, and Harry Sullivan.



The Buena Vista production, "20,000 Leagues Under The Sea," is set for its New England premiere at the Keith Memorial on Feb. 2, it was learned from the office of Herbert Schaefer, head, Buena Vista Productions for New England. . . . Myer Ruttenberg, well known theatre premium dealer, has added a new line of enamelware to his other premiums for theatres.

Michael A. Ruttenberg, 16-year-old son of Myer Ruttenberg, theatre premium dealer, was awarded first place for his project, "Jet Engine Finish," a contest sponsored by the American Society for Metals.

Harold Rubin, Globe Premium Company, dealing in dishes, ovenware, and encyclopedias for theatres, has formed an additional company called Beacon Premium Company, offering handpainted kitchen ensembles to theatres in this area.

Philip Gerard, U-I eastern publicity manager, was in to confer with RKO Theatres representatives on plans for the world premiere of U-I's "Six Bridges To Cross," Keith's Memorial, Jan. 19. While here, he discussed the company's forthcoming promotion plans at the U-I district managers meeting presided over by P. T. Dana, eastern sales manager, which was attended by district manager Joseph Gins and the branch managers and salesmen of the Boston, Albany, Buffalo, New Haven, and Washington exchanges.

## New Haven Crosstown

Morris Rosenthal, Loew's Poli, worked on some nice tieups for "Vera Cruz."



May Wynn on a recent visit to Boston for the Pilgrim opening of Columbia's "They Rode West" autographed a photo for Edward S. Canter, treasurer, American Theatres Corporation.

Included in the campaign was a Christmas movie contest with questions published on the amusement page and answers found within ads on the classified page of The Journal Courier. . . . About 900 guests, children, accompanied by one parent, attended the New Haven Board and Carton Company's annual Christmas party at Loew Poli College. . . . Nabe houses had Christmas kiddies shows. . . . Jim Darby worked on ballyhoo angles for "Three Ring Circus" at the Paramount.

At the last show of the season at the Bowl Drive-In, free coffee was served to everyone. . . . Milford, Conn., E. M. Loew Drive-In has closed for the season.

## Meadow Street

The Columbia exchange Christmas party at Donat's was a success, as was the 20th-Fox get-together and MGM's branch social gathering at Donat's. . . .

Sam Rosen, Rosen Film Delivery, flew in from Florida. . . . Among the gratis shows to youngsters around the state were those at the Playhouse, Ridgedfield; Cheshire, Cheshire; Colonial, Southington; Rialto, Windsor Locks; Palace, Middletown, all Connecticut Theatre Circuit houses.

Palace, Torrington, Conn., had free tickets for the kiddie show picked up at Tip Top, First Federal Savings, Torrington Bedding, and Torrington Motors. . . . Strand, Winsted, Conn., had its first annual kiddie party. . . . The Mine Mill Union party at the Capitol, Ansonia, Conn., was held, while the steelworkers party was also held at the Capitol. . . . There were four sponsors for the Bristol, Bristol, Conn., kiddie party. . . . Free comic books were given at the Embassy, New Britain, Conn., special Christmas matinee. . . . Arch Street, New Britain, Conn., also gave out comic books to children at a matinee. . . . Free candy canes were distributed to youngsters at the Christmas party matinees at the Hi-Way and Beverly, Bridgeport, Conn. . . . The Garde, New London, Conn., gave a free children's record at the matinee. . . . Empress, South Norwalk, Conn., kiddies party was held. . . . Cameo, Bristol, Conn., had a free Christmas record to the first 400 kiddies attending the matinee.

Lou Phillips, Capitol Theatre Equipment Company, has signed to supply the equipment for the new Old Mill Drive-In, Southington, Conn., to be opened for the first time next Spring. Pat DiFazio, New Britain, Conn., is president of this new outdoor theatre corporation. . . . It is a custom with some theatres throughout the state to close on Christmas eve. The Burnside, Hartford, Conn., publicized it would close. . . . The Mayfair, Bridgeport, Conn., was closed on Dec. 18. It was reported that the building might be sold. Strand Amusement Company has been its owner.

Earl Wright, Columbia salesman, left by plane with Mrs. Wright for a trip to California to visit with his sister. On the way back, Mrs. Wright will stop off in Ohio to see her daughter, Mrs. Connie Reid, and family. . . . Chester Pickman, Paramount salesman, planned an airplane vacation to Florida. . . . The 750-car outdoor theatre in Southington, Conn., is progressing in the advanced stages. Foundations for the building and other work has already been made.

John T. Curtin, Republic division manager, stopped off at George Somma's New Haven branch, coming in from Boston. . . . That free gasoline for the automobile heater, while seeing the movies at the Norwalk Drive-In, has met with approval with outdoor movie patrons, according to Doug Amos.

United Artist branch has been selected to do the booking and shipping for the government film, "This Is The Army," which is being arranged for by all exchanges in the territory. . . . New officers elected at a recent meeting of Waterbury Projectionists Local 304 include Thomas Gandy, president; Joseph Mazeika, vice-president; Frank Carey, secretary-treas-



Seen recently at the Independent Exhibitors of New England annual meeting held at the Hotel Bradford, Boston, were top, left to right, Julian Rifkin, officer, IENE; Irving Dollinger, New Jersey, keynote speaker; and Norman Glassman, board chairman; and, bottom, left to right, Ray Feeley, executive secretary, congratulating Irving Isaacs, president, IENE.



urer; Francis LaFlamme, corresponding secretary; and Harold Berger, sergeant at arms. . . . Julia Smith, State, Waterbury, Conn., had a fine bally program when film stars Robert Francis and May Wynn were in in conjunction with "They Rode West."

Embassy Pictures Corporation has issued "summonses" inviting theatre owners and bookers to dinner at Kaysey's restaurant in connection with the picture "Gangbusters."

## Connecticut Bristol

The first 400 children in line at special holiday performance at the Stanley Warner Cameo got comic books from manager Denny Rich.

## Darien

Lee Kennedy, manager, Darien Playhouse, announced his engagement to Sarah Ferranti, South Norwalk, Conn.

## Hartford

Lou Cohen, Loew's Poli manager, presented checks for \$261.55 to both the Hartford Times Summer Farm Camp and Hartford Courant Camp, two of largest single donations received in the two campaigns. Sum represented purse given the veteran Poli manager at the recent 35th anniversary dinner hosted at the Statler Hotel. Some 400 friends from key cities across the country attended the program. . . . Mickey Daly, Blue Hills Drive-In Theatre Corporation, Bloomfield, Conn., has returned from a brief vacation at Boca Raton, Fla.

George Comden, former owner, Fine Arts, Westport, Conn., has purchased the Country Barn, Monroe, Conn., from Al Brundage, Fanbury, Conn., square dance caller who built the structure in 1949. Comden will continue Saturday night square dancing in the fall. He said the auditorium will be made available for rental by social and civic groups.

Ray McNamara, Allyn, was in Boston on New England Theatres business. . . . John Markle, Columbia exploitation department, huddled with George E. Landers, Hartford division manager, E. M. Loew's Theatres, on the regional premiere of "Violent Men" at the downtown E. M. Loew's. . . . Lou Cohen and Norm Levinson, Loew's Poli, planted a five-column spread in The Hartford Times on the Connecticut premiere of "There's No Business Like Show Business."

James M. Totman, assistant zone manager, Stanley Warner Theatres, visited Jean DuBarry, relief manager, Strand.

Latest metropolitian Hartford drive-in project is announced by an East Hartford businessman, Jack Leitao, associated with Leitao Car Wash. He plans to build a 503-car capacity drive-in at suburban Glastonbury, Conn. State Police approval has already been obtained according to Judge Walter Foley, Leitao's counsel. Judge Foley said it is proposed to surround the area with a corrugated aluminum fence mounted on steel posts about 10 feet high.



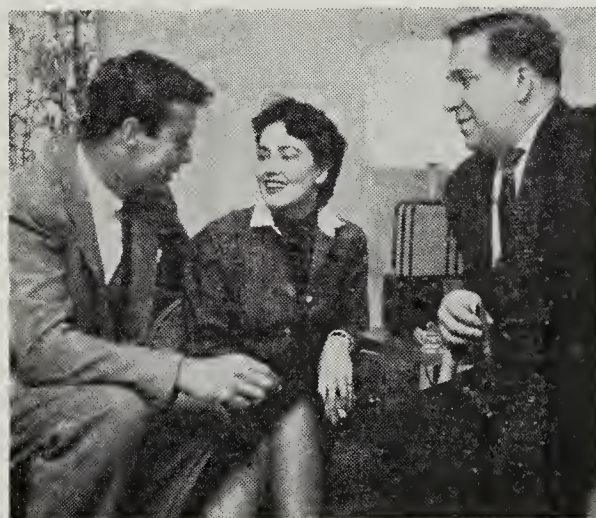
Charles Gaudino, Loew's Poli, Springfield, Mass., recently used these girls, shown in formation, to publicize MGM's "Athena" in street bally.

State visitors included Sal Adorno, Jr., Middletown Drive-In, Middletown, and George LeWitt, Arch Street, New Britain. . . . AD 3-2607 is the new phone number for Hartford Theatre Circuit's general offices.

John D'Amato, Perakos Palace, New Britain, Conn., printed student discount coupons in his newspaper ads for revival of "Hamlet." . . . Thomas C. Grace, manager, Perakos Eastwood, East Hartford, Conn., has been elected a director of that town's Chamber of Commerce.

Stamford, Stamford, Conn., displayed Empress Josephine's diamond tiara in a jeweler's window, in conjunction with the "Desiree" booking. . . . Mike Adorno, M and D Theatres, Middletown, Conn., playing return of "Woman's Face" and "Dr. Jekyll and Mr. Hyde," cautioned newspaper readers, "Of all the horror shows, this is the one . . . it will even give your goose pimples, goose pimples!" . . . Stanley Warner Gem, Willimantic, Conn., has resumed Wednesday-Saturday art film policy.

Win Crawford has been named assistant manager, E. M. Loew's, replacing Frank Daley, resigned. . . . George E. Landers, E. M. Loew's Theatres, was in Springfield and Boston on circuit business. . . . Mrs. Estelle O'Toole, formerly secretary to Henry L. Needles,



When Robert Francis and May Wynn, stars, Columbia's "They Rode West," visited Springfield, Mass., recently, Ralph Carenza, Bijou manager, helped plan their activities, which included giving autographs in the theatre lobby, visits to the press, radio and TV, a luncheon, a visit to City Hall for a Christmas Seal ceremony, and a trip to Westover Air Base Hospital.



Morris Rosenthal, manager, Loew's Poli, New Haven, is seen dressed in "furs" in the recent MGM "Beau Brummel" contest.

Hartford district manager, Warner Theatres, has been recuperating from surgery at her Wethersfield, Conn., home.

Harry Browning, district manager, New England Theatres, was in Springfield, Mass., here, and New Haven. . . . Andy McDonald, Connecticut district manager, Brandt Theatres, had Arthur Murray Dancers of Stamford, Conn., demonstrate the "Phfft!" Mambo in the Plaza, Stamford, lobby.

Bernie Menschell and John Calvocorresci, Community Amusement Corporation, are cognizant of current uproar over comic books in certain Connecticut cities. They advertise, for kiddie show at the Plainfield, Plainfield, Conn., "Free! Approved Comic Books to every child at our kiddie show." . . . Joe Borenstein, Stanley Warner Strand, New Britain, Conn., has resumed his duties, following surgery.

## Manchester

Jack Sanson, Stanley Warner Strand, Hartford, Conn., checked out of Manchester Memorial Hospital, and has been recuperating at his home. Relief manager is Jean DuBarry, Hartford, Conn., from the SW Art, Springfield, Mass.

## Middletown

Mike Adorno, assistant general manager, M and D Theatres, takes delight in plugging industry advances. Recent copy for a combined ad for the Capital, Middletown, and Palace read, "Imagine That! \$5 Million Dollars Worth of Movie Production on the Latest Wide-Vision Screens at Your Three Middletown Theatres . . . Right Now!"

## New London

Morris Pouzzner, owner, Victory, has reduced admissions, with the new scale 50 cents and 40 cents for adults.

## Norwalk

Going into probable concluding weeks of the 1954 season, Bill Hayes, Lockwood and Gordon Norwalk Drive-In, advertised the theatre's heating facilities.

## Stamford

Interviewed by The Stamford Advocate, William G. Sobel, Starlite Drive-In, commented, "With the auto playing the



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HERE IS A HANDY DESCRIPTION AND ORDER FORM . . . JUST FILL  
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Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
	... Pocket-Size—6 ring (3 $\frac{3}{4}$ x6 $\frac{3}{4}$ in.) Item #4 in illustrated folder. Dated full year supply.....	\$ .60	
	... Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
	... Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
	... Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
	... Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
	... Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
	... Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
	<b>BOXOFFICE STATEMENTS:</b>		
	... Regular theatre. Padded in 50's and punched (5 $\frac{1}{2}$ x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
	... Drive-In theatre. Padded in 50's and punched (5 $\frac{1}{2}$ x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
	... For regular and drive-in theatres. Padded in 50's (5 $\frac{1}{2}$ x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
	<b>BOOKKEEPING SYSTEM—Book:</b>		
	... At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
	... Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets.....	.50	
	<b>PAYROLL FORMS:</b>		
	... Weekly for regular and drive-in. Folding flap (8 $\frac{1}{2}$ x11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYEE EARNINGS RECORD CARDS:</b>		
	... Annual card for each employee (8 $\frac{1}{2}$ x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards.....	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
	... Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder. Per pad.....	.25	
	... Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50.....	.60	
	<b>SERVICE MANUALS FOR TRAINING:</b>		
	... Separate sections on regular and drive-in employees (3x6 in.) Item No. 8 in illustrated folder. Each.....	.10	
<b>TOTAL REMITTANCE to cover this ORDER—→</b>			

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Theatre Name.....

Shipping Address.....

important part it does in American life today, the drive-in is as secure as the auto is. If winters continue to be moderate, the drive-in of the future in New England will be able to run nearly all year, the theatres supplying electric heaters. Right now, the cost would be prohibitive."

### Torrington

Ernest A. Grecula, formerly with the Hartford Theatres Circuit, and at one time manager, State, here for the Strand Amusement Company, has joined Walter Reade Theatres in New Jersey assigned as manager, Paramount, Plainfield, N. J.

### Massachusetts Springfield

The Art had manager Jean DuBarry, Hartford, Conn., Strand as substitute. Ken Graham, Capitol assistant, was filling in. Aline Gamache, cashier, was replacing Ann Durant, resigned. Anthony Zorzi, was added as an aide.

The Capitol added Edward McGrady as an aide. Mrs. Jen Varelas, cashier, replaced Susan Yeakel, resigned to enter college. . . . James Totman, New Haven, assistant Stanley Warner zone manager, was in to huddle with Capitol manager Ande Sette. . . . Loew's Poli's Charles Gaudino was passing out the cigars. It's an eight-pound boy.

### New Hampshire Dover

Strand has joined the trend toward special Saturday afternoon kiddie shows. At a recent showing of eight cartoons plus a feature, a free toy airplane was given every boy or girl attending. . . . Uptown also had a recent children's show, giving a free candy bar to the first 250 children attending.

### Rhode Island Providence

William J. Trambukis, Loew's State manager, attended the MGM Workshop activities in Boston. . . . Loew's State chief engineer Jim McCusker recently returned after a vacation spent at Miami Beach, Fla. New employees recently appointed at the State include Katherine Murphy, Joseph Cassidy, and Alice Reeder. . . . The Avon Cinema was the locale of the Rhode Island premiere of "Leonardo Da Vinci."

Again presenting their annual holiday treat, Loew's State management offered a special "Tom and Jerry" cartoon show, with two solid hours of colored cartoons. A 25 cent ticket admitted adults and children alike to this pre-Christmas festival. . . . Despite extended efforts to settle the situation, the Pawtucket, R. I., Strand still remains closed as striking motion-picture operators refused to come to terms as the "black-out" entered the 10th week. This is the first time since motion pictures were introduced into this state that a first-run house has remained dark for such a period due to labor difficulties. According to spokesmen, no settlement is in sight.





The world premiere of Warners' "The Silver Chalice" was held in a Christmas-like setting at the Pontiac, Saranac Lake, N. Y., whose residents were awarded it in a nation-wide contest to sell Christmas Seals. Stars participated in a two-day round of parades, ice carnivals, and personal appearances.



Shown, left to right, are the premiere parade led by Art Linkletter in horse-drawn sleigh; Linkletter and stars at special dinner tendered them. Looking on is Virginia Mayo at his right, and Mrs. Linkletter, left; and Miss Mayo and Tab Hunter waving to crowds along the snow-covered parade route.



## NEWS OF THE

# Territory

### New York City Crosstown

Screen stars Olivia DeHavilland and Grace Kelly, opera stars Patrice Munsel, Robert Merrill, and Mimi Benzell, stage stars Walter Abel and Fay Bainter, and TV stars Peggy Wood and Magda Gabor were among the theatrical notables at the Sutton at the gala American premiere of the Venice Film Festival prize-winning UA Technicolor film, "Romeo and Juliet," which was in the nature of a March of Dimes benefit.

Robert F. Blumofe, vice-president, UA, in charge of west coast operations, arrived for meetings with home office executives on forthcoming productions and additional production possibilities. . . . Tony Reddin, Paramount's director of advertising, publicity and theatres in England, left for London. . . . Odette Ferry, Paramount's promotional liaison for continental Europe, left for her Paris headquarters.

Stanley Warner Corporation has removed their offices to 1585 Broadway. . . . Frank King, King Brothers Productions, arrived from Hollywood for preliminary discussions with RKO home office executives on "The Boy and The Bull," which will be filmed in Spain.

A backstage fire of undetermined origin failed to interrupt the stage and screen show at the RKO Palace.

Two recent charters of incorporation were granted to Cameo Theatres, Inc., and Belsyl Theatre Corporation. Directors of Cameo Theatres are Doris and Dabiel Loventhal, this city, and Victor Orjelick, Forest Hills, N. Y. Directors of Belsyl Theatre Corporation are Alice Haller, Sylvia Feldstein, and Marlene Silverstein, all of this city.

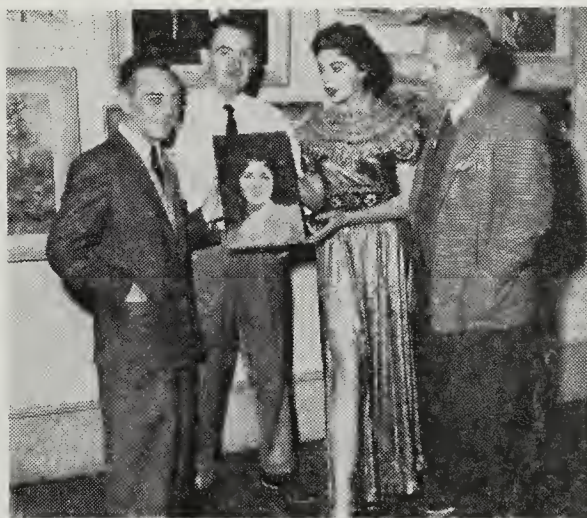
Sam Feinblum, 59, for many years head booker, Columbia, died suddenly at his home in the Bronx. Feinblum joined Columbia in 1931. He is survived by his wife, two sons, a daughter, three sisters, and a brother.

Lem Jones, 20th-Fox short subjects manager, returned following a trip to Denver, Salt Lake City, Portland, San Francisco, and Los Angeles for branch office meetings on forthcoming product.

An entertainment unit of six specialty acts and a pianist left for Saranac Lake to put on the first annual Christmas show sponsored by New York's Cinema Lodge of B'nai B'rith for the patients of the industry's Will Rogers Memorial Hospital. Milton Livingston, vice-president and publicity chairman, Cinema Lodge, accompanied the unit; and Ned E. Shugrue, executive director, Will Rogers Memorial Hospital who has coordinated the first entertainment junket, also made the trip. The Christmas show was made possible through the participation and full cooperation of American Guild of Variety Artists, AGVA, Theatre Authority and the American Federation of Musicians Local 802. Robert K. Shapiro, managing director, New York Paramount, is chairman of the Cinema Lodge project.

### New Jersey Newark

The Warner, Ridgewood, N. J., had a toy giveaway. . . . An application has been filed and approved for the construction of a drive-in in Jersey City, N. J., at the southern end of State Highway 1.



Jeannie Johnson, model selected in the Art Students' League contest as the ideal Fifth Century beauty, and who will tour on behalf of U-I's "Sign Of The Pagan," is seen in New York recently with Stewart Klonis, executive director of the League; Gene Krause, Shawnee, Okla., who did the winning portrait; and Frank Riley, instructor of the League's illustrating class.

. . . A quick witted woman theatre cashier confronted by a knife-wielding bandit, saved the nights receipts by dashing into the Ritz, Elizabeth, N. J., from her ticket booth with the strong box tucked under her arm. Mrs. Lillian Tighe, 30, said she was counting money when a burly man appeared, flourished a long knife and demanded money.

The annual Christmas party for executives, managers, and their wives of the Stanley Warner Management Corporation was held at Mayfair Farms, Orange, N. J. Frank Damis, who is resigning from the firm as zone manager, was host for the evening.

Most of the Stanley Warner Jersey zone theatres will have special junior matinee shows on Dec. 31. Hats and gifts will be given to all the children.

### New York State Albany

Industry leaders will join civic officials and friends in honoring Charles A. Smakwitz, Stanley Warner zone manager, promoted from Albany to Newark, N. J., effective Jan. 1, at a testimonial dinner arranged by the local Variety Club for the ballroom of Sheraton-Ten Eyck Hotel on Jan. 11. S. H. Fabian, president, Stanley Warner; Harry M. Kalmine, vice-president and general manager; and International Variety Club Chief Barker George Hoover are expected to head the list of distinguished out-of-town guests. Mayor Erastus Corning has accepted an invitation to be present, Chief Barker George H. Schenck said. Committees are co-chairmen, Saul J. Ullman, Fabian division manager, and Schenck, Tri-State Automatic Candy Corporation branch manager; dinner, Jack Goldberg, MGM resident manager; reservations, Jules Perlmutter, Perlmutter Theatres; hotel reservations, Neil Hellman, president, Hellman Theatres, and Gene Tepper; entertainment, Harry Lamont, Lamont Theatres, and Leo Rosen, WPTR manager; seating, Nate Winig, Aaron Winig, and attorney Lewis A. Sumberg; publicity, Irwin Ullman, Fabian Theatres; finances, Sidney Urbach, CPA and Variety dough guy; and New York reservations, Herman L. Ripps, MGM assistant sales manager for the eastern division and one-time branch and district manager here. Among the messages of congratulations





Among those seen at the recent gala premiere of 20th-Fox's "There's No Business Like Show Business," Roxy, New York City, were, left to right, top to bottom, Charles Einfeld, Mitzi Gaynor, Jack Bean, and Mrs. Einfeld; Sol C. Siegel, producer of the picture, and composer Irving Berlin; William Moclair, managing director, Roxy; Ethel Merman; and Frank H. Ricketson, Jr., vice-president, National Theatres Corporation; W. C.

Gehring, executive assistant general sales manager, 20th-Fox; Dan Dailey; Warren Munsell, secretary, Actors Fund of America, which benefited from the opening; Arthur Silverstone, assistant general sales manager, 20th-Fox; Murry Silverstone, president, 20th-Fox International Corporation; and George Jessel, who emceed a special live telecast of proceedings; Johnnie Ray and Mitzi Gaynor, stars of the film.

received by Smakwitz, he prizes highly a letter from Spyros Skouras, 20th-Fox president and general manager of the Warner Circuit 20 years ago. Their association and friendship dates to then. Mrs. Smakwitz and their daughter, Helen, a student at St. Agnes School, will join him later in Newark.

An ancient and battered landmark is expected to disappear from the local scene following the purchase by Joel Carroll, Elmira investor, of the lease held by Fabian interests on Harmanus Bleecker Hall, destroyed by fire in the spring of 1940. Mrs. Christopher H. Buckley owns the property, but Fabian was managing it at the time of the fire. That organization held a long term lease, which is said to have six years of unexpired term. Mrs. Buckley, who ran the General Stark and Community, Bennington, Vt., following the death of

her husband, has been drawing a substantial revenue from the Hall for many years. A Fabian spokesman in New York said that Carroll was planning an office building on the site.

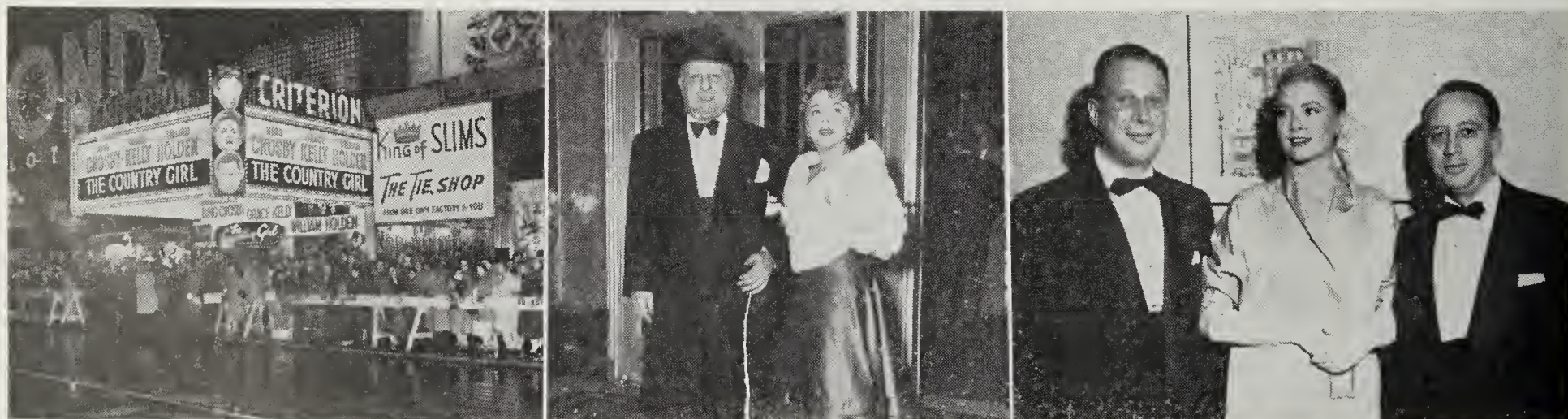
"Be Present at Palace or Leland 'Surprise Night'" suggested newspaper copy for its pre-Christmas giveaway of a six-passenger Chevrolet sedan. Car was displayed in the lobby for two weeks, the promotion there being plugged as "Christmas Greeting Night," in cooperation with Don Allen and sponsoring merchants. Bill With, Palace manager, set up the co-op.

Variety Club launched its Big Brother drive for Camp Thatcher, following a meetings in the clubrooms. Norman Jackter, Columbia manager, served as general coordinator. Variety officers hoped to raise \$5,000 via Big Brother

donations. Approximately \$7,100 for the summer camp was netted from the second annual Inter-City Boxing Championships and from special events collections, Chief Barker George H. Schenck stated.

A stage fire at the Colonial did considerable damage as Dr. Henry Brown, New York, was preparing to relight it Christmas week. Firemen had to don masks before entering the theatre, from which a heavy acid smoke billowed. They brought the blaze under control in a half hour.

CinemaScope installations in the exchange district were 124 at the latest figure. Total number of potential situations, indoor and outdoor, is about 210. . . . Exchange visitors included Robert Flockhart, Corinth; George Thornton, Saugerties and Windham; Sylvan Leff,



The recent Broadway premiere of Paramount's "The Country Girl" at the Criterion attracted plenty of attention from the New York first nighters out to see the celebrities in attendance at the benefit for the Olympic Fund. In the center may

be seen Paramount President Barney Balaban and Mrs. Balaban; while on the right are, left to right, Charles B. Moss, head, Moss Circuit; Grace Kelly, star of the picture; and Larry Morris, Criterion general manager.



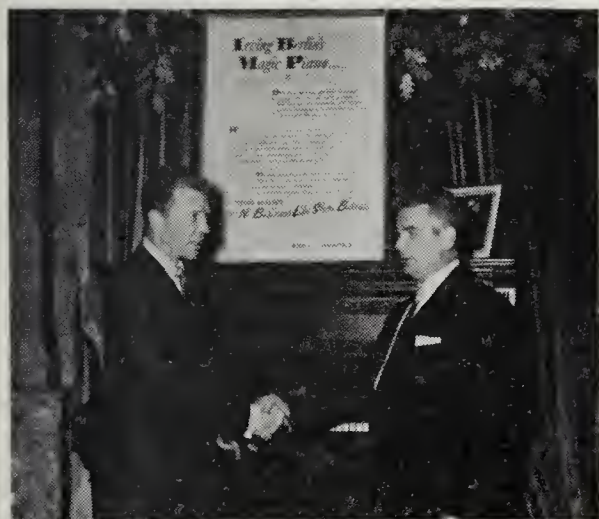
# PREMIERE ACTIVITIES; CHRISTMAS DOLLS; OTHER INDUSTRY NEWS SHOTS



The production of 20th-Fox's "There's No Business Like Show Business," Roxy, was discussed recently by Sol C. Siegel with members of the trade press, in New York.



The home office girls of Loew's Theatres and MGM joined with Santa Claus in New York to present children of St. Clare's Hospital with over 200 dolls and mechanical toys for that extra bit of Christmas cheer. Girls in charge of the project, left, to right, are Eileen Delaney, Frieda Cohen, Barbara Morgan, Mary Ryan, and Roberta Elston.



Dan Dailey, left, one of the stars of 20th-Fox's "There's No Business Like Show Business," Roxy, New York, was recently welcomed to the theatre by executive director William Moclair in front of Irving Berlin's "magic piano" on which he composed many of the songs featured in the film and which was on display in the theatre's spacious inner lobby.



Virginia Mayo recently arrived in New York to attend the world premiere of Warners' "The Silver Chalice" at the Pontiac, Saranac Lake, N. Y., which won the opening of Christmas Seal Drive competition sponsored by radio-TV star Art Linkletter in association with Warners and the National Tuberculosis Association.



New York Mayor Robert F. Wagner, center, recently accepted a giant souvenir ticket to the Actors' Fund benefit premiere of 20th-Fox's "There's No Business Like Show Business," Roxy, from Walter Vincent, left, president, theatrical organization; and John Golden, right, famed legitimate producer, in ceremonies at City Hall.



Robert S. Benjamin, chairman of the board, United Artists, recently mapped arrangements for the American premiere of UA's "Romeo and Juliet," Sutton, New York City, with Eddie Dowling, right, chairman, March of Dimes Theatre Committee, which is sponsoring the benefit show, and committee member Magda Gabor.



Improved techniques in sound recording developed with the introduction of CinemaScope and stereophonic sound were discussed recently by Leon Birnbaum, 20th-Fox studio music editor, in a trade press conference at Danny's Hide-away Restaurant in New York. MOTION PICTURE EXHIBITOR's Mel Konecoff, with pipe, looks mighty interested.



Borough President Hulan Jack recently dedicated 50th Street and Seventh Avenue, New York City, as "Show Business Square" with an assist from Dan Dailey in honor of the Actors' Fund benefit of 20th-Fox's "There's No Business Like Show Business," Roxy. Seen, left to right, are Dailey, TV star Shari Lewis, Jack, and on the ladder, actress Sherri Windsor.





This truck-trailer billboard calling attention to the recent opening of Republic's "The She-Wolf," Basil's Lafayette, Buffalo, N. Y., proved an excellent street bally.

Utica and Watertown; Clarence Dopp, Frankfort and Northville; Joe Miller, Menands; and Ben Smith, retired salesmen now living in St. John, New Brunswick. . . . Misfortune trailed Sidney Urbach, local certified public accountant, dough guy of Variety Club, and interested with Harry Lamont in several drive-ins. He first suffered a foot injury while playing handball, and when it healed, came down with appendicitis.

### Ilion

The Ilion Sentinel recently ran an editorial which reflected favorably on Schine's Capitol, Ray Leveque, manager. It said, "We'd like to give Ray Leveque, manager, Schine's Capitol, a pat on the back for opening the doors of the theatre an hour earlier on cartoon-show days. It gets the kids in off the streets. In the old days the line would wind around the block, the children would

be half-frozen, and about a quarter of them wouldn't even get in the theatre until the show was well along." This nice break was the editor's own idea. Leveque had nothing to do with it, whatsoever; and that's what makes it all the better. Leveque can be proud of himself.

### Harrisville

Mr. and Mrs. George Holtrey closed the Royal for December and vacationed in Florida.

### Saranac Lake

This winter resort community of 7,000 citizens paid enthusiastic tribute to Warners' "The Silver Chalice" and the contingent of Hollywood stars who came east especially for the world premiere of the CinemaScope and Warner-Color spectacle. The highlight of the festive two-day premiere took place when radio and television star Art Linkletter introduced Virginia Mayo, Jack Palance, Tab Hunter, Alan Hale, Marian Carr, Ann Robinson, Gonzalez-Gonzalez and Nancy and George O'Hanlon to the crowds who jammed the Pontiac for the first showing of the picture. Victor Saville, producer and director of "The Silver Chalice," was a specially invited guest at the opening. Except for the snow and the absence of palm trees, Saranac Lake took on a Hollywood look as searchlights flashed through the night sky and throngs gathered at the Pontiac for a first hand look at Hollywood glamour. Owing to the large demand for first night seats, "The Silver Chalice" was presented a second time, at 10 P.M., immediately following the in-person stage appearance of the Hollywood

entertainers. Saranac Lake, whose residents were awarded the world premiere of the film as winners of the nationwide contest to sell Christmas Seals, gave a warm and enthusiastic welcome to the stars during their busy two-day festivities in the Adirondack community. The town's hospitality began with the stars' arrival via the New York Central on "The Silver Chalice Premiere Special." On hand to greet them were Mayor Alton B. Anderson, civic dignitaries and a committee from the Chamber of Commerce. During the next 48 hours, the stars entertained the town and were, in turn, themselves entertained. Taking advantage of the plentiful snow, the Hollywood visitors rode in horse-drawn sleighs, their first stop being the Hotel Saranac Lake where they were guests of honor at luncheon attended by town leaders and representatives of the press. The celebrities acted as judges for a Winter Carnival featuring contests among Olympic ice skating and skiing aspirants, in addition to a competition among top flight figure skaters. Before an audience of several thousand, among whom were students excused from school to attend the colorful carnival, the stars presented "Silver Chalice" trophies to the contest winners and Miss Mayo received a crown and sceptre designating her Queen of the Ice Show. That evening Saranac Lake's Chamber of Commerce was host to the Hollywood visitors at a buffet supper. A mile-long parade through the downtown streets of Saranac Lake featured dog sleds, bob sleds, a Christmas float, high school bands and a group of 50 marching children carrying Christmas Seal placards. In the afternoon, Mount Pisgah was the site of an exhibition of winter sports including downhill ski races, slalom events, tobogganing and a torchlight parade. The premiere proper began at 6:00 p.m. with the stars' arrival at the Pontiac. Following the first showing of "The Silver Chalice" premiere festivities were broadcast over more than 300 Mutual Network Radio stations and via the local ABC station, WNBZ. Art Linkletter was master of ceremonies for both the radio broadcasts and the stage show presentations of the stars. It was Linkletter, with Warners and the National Tuberculosis Association, who sponsored the nation-wide Christmas Seal Contest via his daily coast-to-coast TV-Radio "House Party" program. With a different Hollywood star appearing on his program each day, Linkletter for three weeks urged the country's municipalities to sell Christmas Seals, with the world premiere of "The Silver Chalice" going to the city or town that sold the most seals, in proportion to population. More than 300 communities in 43 states responded with whole towns joining forces in an enthusiastic effort to outdo each other and win the premiere.

### Schenectady

Four Fabian theatres, Proctor's, Plaza, State, and Erie, held a Chevrolet night. It was advertised as such in local newspapers.

### Utica

The Highland and Rialto are holding weekend "Game Nights."

# Polio Vaccine Facts

- Developed by Dr. Jonas Salk under March of Dimes grant.
- Inoculation of 425,000 children in 44 states financed by March of Dimes.
- Results of vaccine evaluation by University of Michigan expected before 1955 polio epidemic season.
- Effectiveness of Salk vaccine being determined at a cost of \$7,500,000 in March of Dimes funds.

Join the

## MARCH OF DIMES

January 3-31



Lamont Johnson, right, who appears in Allied Artists' "The Human Jungle," recently visited Ed Morey, AA vice-president and assistant to the president, in the company's New York office.



## NEWS OF THE

## Territory

Philadelphia  
Crosstown

It was reported that Lou Segal had sold the Apollo to Leonard Hetelson and other interests.

The Green Hill closed from Dec. 23 through Dec. 26 in order that the staff might enjoy its annual pre-Christmas holiday. The reopening attraction was the American premiere of Associated British-Pathe's "For Better, For Worse."

Joe Conway closed the Wayne Avenue Playhouse the week before Christmas.

Marty Aninsman, SW Astor, was happy his son, Sergeant Stuart J., got back from Korea in time for Christmas.

## Vine Street

Exchange employees Local F-Seven, IATSE; and B-Seven, IATSE, received a nice Christmas present in the nature of a \$5.50 general increase; a 37½ hours week, starting January 1. The F-Seven group are moving their offices from 13th and Race Streets to the MPO union headquarters at 1317 Vine Street.

All of the film exchanges will be closed all day on Friday, Dec. 31st. They were also closed all day on Dec. 24th.

Benny Harris, American Film, has a single reel art subject, "A Miracle In Music," featuring the Philadelphia Women's Piano Orchestra.

Tri-States Buying and Booking Service announces that they are now servicing the Starlight Drive-In, Brandonville, Pa.; Pocono Drive-In, Stroudsburg, Pa.; Riverview Drive-In, Scranton, Pa.; and the Liberty, Exeter, Pa., and Savini, Scranton, Pa. The latter two are indoor houses.

District of Columbia  
Washington

Fred Erling, assistant, Loew's Capitol, visited his parents and friends in Cumberland, Md. . . . Joel Margolis, manager, Capitol, has completed another successful season with the Washington Redskins professional football team. Margolis winds up his sixth season as producer of half-time activities. . . . John Smithson, publicity, Capitol, is enjoying a two week vacation just staying home and resting.

Irving Martin, manager, Loew's Columbia, reports that during the engagement of "Hansel and Gretel" his theatre will open at 9 a.m. to accommodate the youngsters planning to see the fairyland epic. . . . The Columbia has installed a new complete stage set, consisting of drapes, curtains, etc.

Angie Ratto, manager, Loew's Palace, and his wife will be guests of honor at Loew's Capitol's annual Christmas



Paul Gregory, producer, and William Goldman, Philadelphia film magnate, who recently formed the Gregory-Goldman Enterprises, are seen at a recent conference in Goldman's office in connection with their first film, Norman Mailer's "The Naked and The Dead."

party, which will be held at the home of Mr. and Mrs. Joel Margolis.

A one-man art show of prints and drawings by local artist John C. Rogers are on display at Roth's Silver Spring. . . . The Carver presented its Christmas show for children, admission free. The program, featuring five cartoons and a feature picture, is sponsored by the Anacostia Professional and Businessmen's Association. . . . Andrew W. Smith, Jr., head of the motion picture service of the U. S. Information Agency, resigned to return to private business.

Jerry Baker, managing director, RKO Keith's, was host at a special screening of Walt Disney's "20,000 Leagues Under The Sea" for top navy officials at the Motion Picture Association. . . . William Anderson, projectionist, Keith's, is spending a two week vacation at home. . . . Anthony Masino, projectionist, is vacationing at home.

The Playhouse has installed a new screen for its first CinemaScope picture, "Sign Of The Pagan," plus an addition of 34 seats. The Playhouse also is equipped with stereophonic sound. . . . Kenneth McGuire, manager, reports that the Playhouse will resume its regular opening time, 10:30 a.m., after being closed during matinee while installing new equipment. . . . James O'Neill, Jr., drama critic, Washington Daily News,



Military and civilian leaders recently attended the Philadelphia premiere of Movietone News-U. S. Army's "This Is Your Army," SW Mastbaum. Seen in the lobby, left to right, are Colonel Robert J. Fleming, Jr., Philadelphia district engineer; Mrs. Fleming; Colonel John F. Fiske, commanding officer, Schuylkill Arsenal, Philadelphia; Mrs. Fiske; Arthur C. Kaufman, civilian aide to the Secretary of the Army; Harry Crosson, manager, Veterans' Administration district office; and Major General Robert W. Wilson, manager, VA regional office.

Two Industry Events  
Enliven Philly Scene

PHILADELPHIA — Plans were progressing last week for two big industry events scheduled to be held here in the near future.

On Jan. 10 the Variety Club, Tent 13, will hold its annual testimonial dinner in honor of the retiring chief barker and the incoming chief barker and new crew. This year it is Norman Silverman, branch manager, Republic, going out, and Louis J. Goffman, prominent local attorney coming in.

On Jan. 18 the Motion Picture Associates will hold a testimonial dinner in honor of veteran nickelodeon owners Abe Sablosky, Ben Amsterdam, Al Boyd, and William Hunt. This affair is also tied in with the dedication of William Goldman's "shrine" to the industry, the nickelodeon he created at the Franklin Museum.

Both affairs are scheduled to be held at the Bellevue-Stratford Hotel, and a host of civic and industry celebrities are expected to attend.

has returned to his desk after vacationing in Connecticut.

Frank Du Bari, projectionist, SW Metropolitan, is out of the hospital and recuperating at home, after a minor operation. . . . Charles Fisher, chief projectionist, Warner, was sent to Montreal, Canada, to instruct a Canadian projectionist in how to operate Cinerama equipment. . . . George "Pop" Larkin, pay clerk, Warners, celebrated his 79th birthday.

District Commissioner Samuel Spencer has appointed the following industry people to posts on the 1955 March of Dimes drive, Frank La Falce, Shep Allen, Morton Gerber, A. Julian Brylawski, George Crouch, Orville Crouch, Jake Flax, Rick La Falce, and Fred S. Kogod.

Rita Gam was here in connection with her newest picture, "Sign Of The Pagan," which opens at the Playhouse.

20TH-FOX — The Fox Dynamo Club held its Christmas party. Miss Dorothy Morrow and Mrs. Thelma Van Grof handled party arrangements. . . . Sara



Young, booker, had a birthday. . . . Mildred Duckworth celebrated a birthday. . . . Tony Muto, cameraman, is on the set shooting in Florida.

**METRO**—A good time was had by all at the private party held at the exchange.

Allied Artists held open house for the holidays, as did United Artists. . . . A private holiday party was held at Republic and Paramount and U-I held open house.

Sam Roth, Roth Theatres, is home recuperating after surgery. . . . Floyd Davis, Arlington Neighborhood Theatres, replaced Alex Ravdin, booker, Arlington Neighborhood, in Richmond, Va.

**COLUMBIA**—Alice Sanber, cashier, is vacationing at home. . . . Marty Kutner, salesman, spent the weekend visiting in New York. . . . Jim Whiteside, salesman, is vacationing in New York with his family.

Some local film folk journeyed to Baltimore, Md., to attend the Variety Club dinner-dance, Sid Cooper, United Artists; Phil Isaacs, Paramount; Harold Saltz, U-I; Ross Wheeler, Wheeler Films; Mike Mills, Equity; and Jack Fruchtman, Fruchtman Theatres.

—T. C.

## Delaware Wilmington

The Manor, Wilmington Manor, now operating, was advertised for sale in The Wilmington News and Journal, through the Wilmington real estate office of H. H. Rosin Company. . . . The SW Warner and Hearn Brothers supermarkets teamed up in what was called the "biggest give-away ever" at the theatre. Awards, drawn by "Miss Delaware," Barbara Woodall, included a 1955 Ford sedan, color television, five TV sets, five sets of silverware, five electric toasters, and 20 baskets of groceries as door prizes. Every person attending the Warner that night was to receive free a \$1 coupon on a \$10 purchase at any Hearn Brothers market.

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Seen at the recent Washington premiere of Movietone News-U. S. Army's "This Is Your Army," Metropolitan, were, left to right, General Matthew B. Ridgway, army chief of staff; George A. Crouch, general zone manager, Stanley Warner Theatres; and Major General John H. Stokes, commanding general, Military District of Washington.

Loew's Aldine was among numerous theatres throughout the territory which were listed in Philadelphia and Washington Sunday newspaper advertisements for MGM's "Deep In My Heart." . . . More than 1,400 youngsters were entertained at theatre Christmas parties by two Veterans of Foreign Wars posts. The Crest, Woodcrest, Del., was attended by some 600 boys and girls as the Diamond State Post VFW, Richardson Park, staged its annual party. According to Post Commander William C. Dunlop and party chairman Raymond M. Loose, it was the most successful affair of the series, and with more children participating. A similar party was given in the Middletown, Middletown, Del., by Sergeant William Lloyd Nelson Post VFW. Post Commander Joseph W. Maloney said that more than 800 children attended. The Rialto and 20th-Fox used an exploitation campaign for "There's No Business Like Show Business" utilizing expanded TV, radio, and newspaper advertising, and tie-ups with record and clothing stores.

—H. L. S.

## Maryland Baltimore

Joe Cohan and Mayard Madden, both of Republic, Washington, came to visit Jake Flax, also Republic, a patient at Johns Hopkins Hospital. Flax took four hours away from the hospital to put in an appearance at the Baltimore Variety Club's 16th annual dinner and dance. . . . Vincent Dougherty, Universal-International, has returned from the sales meeting held in Boston.

R. Richard Worman, owner, Columbia, gave a Christmas party for several hundred children in his neighborhood. . . . A Christmas party was also held at the Broadway under sponsorship of nearby community associations.

The Rex, according to manager Leon Zeller, has been selected for the world premiere of "John Wesley" on Jan. 7. . . . Bob Rappaport, Town and Hippodrome, spent the weekend in Philadelphia visiting relatives.

Burglars looted the apartment of Ted Routson, manager, Playhouse, taking

jewelry and clothing valued at almost \$500. . . . The Governor Ritchie Drive-In put a new CinemaScope screen into service. According to manager Stanley A. Stern, it's "the world's largest," being 120 feet long and 80 feet high.

Under sponsorship of the Baltimore Lions' Club, the Paramount, with Art Hallock manager, entertained 1,150 children at a Christmas party. They all received gifts and enjoyed a special western. Hallock's daughter Gloriann, was married to air force lieutenant Robert Huber. He's a jet pilot.

## Leonardtown

All area theatres are set for Christmas kiddies parties. . . . General manager K. B. Duke, Sr., is acting as his own manager at the New, St. Mary's Theatres, Inc., since the resignation of James Kerig.

## New Jersey Atlantic City

Max J. Chasens, Hollywood, enjoyed the premieres of 20th-Fox's "There's No Business Like Show Business," Roxy, New York City, and "The Country Girl," Criterion, New York. At the latter he was guest of A. W. Schwalberg and Ted O'Shea, Paramount.

## Pennsylvania Harrisburg

Premiere showing of the new army color movie, "This Is Your Army," at the Senate was kicked off with an impressive ceremony arranged by manager Bernard J. Bispeck in cooperation with army officials. The festivities included radio and TV broadcast from the stage; remarks by Colonel Henry M. Cross, state director of selective service; address by Brigadier General Albert H. Stackpole, commanding general, 79th Infantry Division; swearing-in ceremony of a dozen men joining the regular army and National Guard; a National Guard color guard and formation outside the theatre of 50 men from the 432nd Transportation Port Company, commanded by Captain William Overton.

Dismantling of the old Rio building, closed several months ago, is now under way. It is reported that a parking facility may be established on the site.

The 27th annual Christmas party, sponsored by Fabian Theatres and the Penn-Harris Hotel, was held. Over 400 orphans and underprivileged children enjoyed a show at the State, followed by dinner and vaudeville entertainment at the hotel. State manager E. G. Wolleston and his assistant, Spike Todorov, had their hands full attending to the wants of the children from the Children's Home of Harrisburg, Sylvan Heights Home, Jednota Home at Middletown, and charges of the Crippled Children's Society. Women guests at the Home of the Friendless were also in attendance. As usual, Charles Jones, operator, Senate, who is a widely known magician, entertained the kiddies.

An attractively trimmed Christmas tree graces the lobby of the State.



Underneath the tree is a model circus display set up by Russell Wagner. . . . WHP-TV now does its "Meet the People" telecasts from the lobby of the State each afternoon, Monday through Friday, for 45 minutes. . . . Employees of the Fabian Theatres thoroughly enjoyed a Christmas party held in the lobby of the State.

### Lebanon

The Colonial is advertising as Christmas gifts good for any time in the year its books of movie checks. They are exchangeable for admission tickets at any time at any Comerford theatre. The price is \$2.25 for a \$2.50 book, and \$4.50 for a \$5 book.

### Reading

With Joseph M. Shverha, owner and operator, Shillington, as chairman, the Shillington Rotary Club heard a talk on "Important Aspects of the Motion Picture Theatre" by F. M. Jelenko, sales representative, MGM, Philadelphia.

The Earle, Allentown, Pa., placed advertising in Reading newspapers for a German language show, "Einmal am Rhein."

The Strand, Kenneth Hinkle manager, is announcing a ten-item special film feast for kiddies on Saturday matinee only. . . . Harry Friedland, manager, Majestic, Mount Penn, Pa., and three civic groups there, firemen and women, entertained more than 400 children at a Saturday morning show. A Santa Claus gave candy to the children as they filed out of the theatre. Burgess Howard D. Goodwin aided Friedland in making arrangements.

The Embassy, Paul E. Glase, manager, placed ads in the sheet music department of various five and ten-cent stores during the run of a musical feature. . . . The Sunday Eagle used a four-column picture feature about Mrs. John H. Reisig, 40, and a grandmother, who is secretary to manager Paul E. Glass, Embassy and Fabian office here. Her father, Horace D. Good, is a projectionist in Mount Penn Drive-In in the summer and in Penn Street theatres in the winter, and her mother was a cashier in a Williamsport, Pa., theatre.

### Scranton

Manager Bill Kays, Capitol, had a far-reaching tie-in with the National Biscuit Company during his run of "Hansel and Gretel." In each of the some 3,000 outlets of the National Biscuit Company of the area, which includes all super markets, A and P markets, Acme markets, and all the independent markets, an eye-catching "Hansel and Gretel" cookie window display was simultaneously used with prominent mention of the Capitol and the play date of the show. Concurrently, to delight the area children, a lobby display of "Hansel and Gretel" cookies lent an aura of magic to the mezzanine.

Sammy Miles, manager, Orient was host to the school children of Dunmore, Pa., at the annual theatre party sponsored by Victory Post 13, American Legion. Admission to the theatre was by a can of food, the complete collection



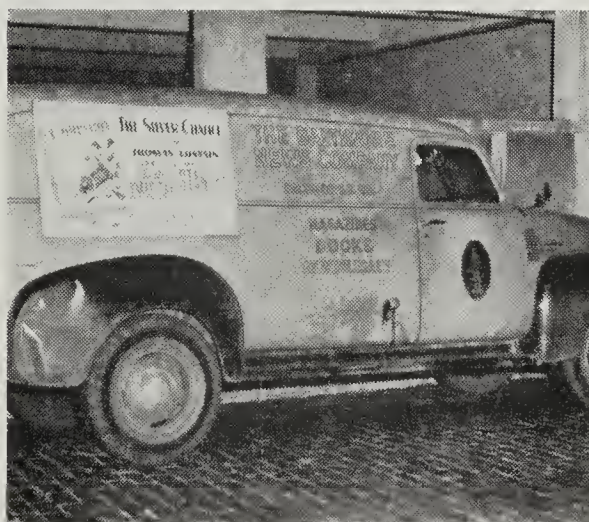
The 234th Army Band from Aberdeen, Md., attended the recent premiere of Movietone News-U. S. Army's "This Is Your Army," Stanley, Baltimore, Md., and after marching to the theatre played a concert in the orchestra pit, as shown.

of which is turned over to one of the local institutions. . . . The annual Christmas theatre party of appropriate Yuletide films and cartoons, sponsored by the Mid-Valley Council of Boy Scouts, was held at the Granada for the Boy Scouts of the Mid-Valley, as announced by manager George Morris.

An extensive all-out radio-newspaper-television-outdoor advertising campaign has been devised by manager Tom Jones for the opening of "20,000 Leagues Under the Sea" on Christmas Day at the Strand, with "There's No Business Like Show Business" scheduled to open on New Year's Day.

Continuing a custom established several years ago, Tom Jones, manager, Strand was host to approximately 800 members of the school safety patrol at a Christmas party that will consist of a suitable film, cartoons, ice cream, and candy. In addition, Jones together with Sergeant Krayner, who supervises the student patrol, have received the promise of at least 25 local merchants for high-calibre prizes to be awarded the youngsters in appreciation of the valuable service they have rendered the city.

Manager Tom Jones, Strand, had as his special guests at a showing of "Reap the Wild Wind" all the residents of the several homes for the aged and infirm, and also all the youngsters of the or-



Warners' "The Silver Chalice" recently got a big advance build-up with a dozen banners of the above type on this truck prior to the film's opening at the Stanley, Baltimore, Md. The trucks, operated by a local magazine dealer, travel all sections of the city and into adjoining Maryland counties.

phanages, institutions and county homes of the area.

### Variety Club Tent 13, Philadelphia

"Black Tuesday" was screened through the courtesy of United Artists; "Trouble In Store" was screened through the courtesy of Republic; and "The Detective" will be screened on Jan. 2 through the courtesy of Columbia.

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# COLUMBIA

## The Violent Men

OUTDOOR  
MELODRAMA

(CinemaScope) (Technicolor)

ESTIMATE: Well-made action yarn.

CAST: Glenn Ford, Barbara Stanwyck, Edward G. Robinson, Dianne Foster, Brian Keith, May Wynn, Warner Anderson, Basil Ruysdael, Lita Milan, Richard Jaeckel, James Westerfield. Produced by Lewis J. Rachmil; directed by Rudolph Mate.

STORY: Following Civil War, dirt farmers and small ranchers are being forced out by the ruthless tactics of crippled land baron, Edward G. Robinson, who has vowed that he would present the land to his wife, Barbara Stanwyck, who in turn is in love with Robinson's brother, Brian Keith. Their daughter, Dianne Foster, hates Stanwyck because of her infidelity. Glenn Ford, former cavalry officer, wants only peace and since he has recovered from war wounds, he thinks of returning east with his fiancée May Wynn. He is resentful of Robinson's tactics and of being forced out. When one of his ranch hands is killed and when he can get no satisfaction from the sheriff, he kills gunman Richard Jaeckel in a battle which starts war. The available men become an efficient fighting force under his military direction. Wynn walks out on him revealing that she was using him to get east. Ford carries the battle to Robinson's home and burns it to the ground. Stanwyck escapes and is almost instrumental in getting Robinson to perish in the flames so that she can marry Keith, but he gets out and is aided by Foster. Keith sends out a force to destroy Ford, but Robinson orders all warfare to cease. Keith and Ford battle it out, with Keith getting killed while Stanwyck meets death at the hands of a jealous girl friend of Keith's. Robinson vows to rebuild, but in a different and peaceful fashion, while Ford and Foster look into a future together.

X-RAY: There's lots of thrilling action, intrigue, and excitement to be found in this entry that combines an absorbing yarn, good performances, and better direction and production into a film that should please most audiences. With CinemaScope and Technicolor to assist, this could go far as a welcome part of the program. The pace throughout is very good. The screen play is by Harry Kleiner, based on a novel by Donald Hamilton.

TIP ON BIDDING: Higher program rates.

AD LINES: "They Could Push A Man Only So Far Until He Fought Back"; "A Thrilling Tale Of The Early West When Men Had To Be Violent Or Die"; "An Action-Packed Yarn With Suspense, Intrigue, And Thrills In CinemaScope And Technicolor."

## MGM

### The Asphalt Jungle

MELODRAMA  
112M.

ESTIMATE: Reissue has the names and angles.

CAST: Sterling Hayden, Louis Calhern, Jean Hagen, James Whitmore, Sam Jaffe, John McIntire, Marc Lawrence, Barry Kelley, Anthony Caruso, Teresa Celli, Marilyn Monroe, William Davis, Dorothy Tree, Brad Dexter, John Maxwell. Produced by Arthur Hornblow Jr.; directed by John Huston.

STORY: When Sterling Hayden is arrested as a robbery suspect the police are forced to release him since the victim is too frightened to identify him. Police commissioned John McIntire calls Lieutenant

## MOTION PICTURE

# EXHIBITOR

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SECTION TWO  
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DECEMBER 29, 1954

Barry Kelley on the carpet. In that district is the bookie establishment run by Marc Lawrence under the protection of Kelley, who receives bribes. To Lawrence comes ex-convict Sam Jaffe, a criminal mastermind, who has planned a half-million dollar robbery of a large jewelry store, with a request for \$50,000 operating funds to be gotten from prominent criminal lawyer Louis Calhern. The latter tells Lawrence to advance the money, not letting on that he is broke. The organization commences, with Hayden made the strong-arm man, James Whitmore to drive one of the cars, and Anthony Caruso to open the safe. Calhern, out of funds due to his high cost of living and paying for the friendship of Marilyn Monroe, unbeknownst to his wife, an invalid, calls in Brad Dexter, a private detective, to help him doublecross Jaffe, and take all the loot. The robbery goes off but alarms are set off by the blast, and a watchman appears, wounding Caruso badly. However, they all escape. Caruso dies; Hayden and Jaffe show up at Calhern's for the payoff. Hayden is wounded and Dexter killed. Calhern is spared, with the idea being that he go to the insurance company to offer to surrender the gems at a quarter of their value. Dexter's death leads police to Calhern, and when his alibi doesn't stand up, he kills himself. Meanwhile, the police surmise that Jaffe is the mastermind. Kelley forces a confession from Lawrence, and Whitmore is arrested. However, Hayden and Jaffe, still on the loose, are hidden by Hayden's girl friend, Jean Hagen. The two decide to separate, and Jaffe is arrested. Hayden heads for home with Hagen at his side. His wound causes complications, but he lives long enough to reach the scene of his boyhood.

X-RAY: When first reviewed in THE SERVISECTION of May, 1950, it was said: "There is an absorbing quality about this film. Suspense is on high throughout, and all concerned turn in a superb job. There is a goodly amount of action, topped by a pace-setting yarn, able performances by everyone, especially Jaffe, Hayden, Hagen, and Lawrence, and good direction by Huston, who is at his best in an excellent production. While there is a lack of star lustre, the film should prove immensely interesting to adult audiences who like their entertainment rough, tough, and down-to-earth. It is based on a novel by W. R. Burnett." Maximum aspect ratio: 1.75-1.

TIP ON BIDDING: Reissue price.

AD LINES: "A Criminal Mastermind Challenges The Police. The Result Is A Suspense-filled Thriller"; "He Was Tough But He Had To Be To Survive In 'The

Asphalt Jungle'"; "A Crime Thriller To Be Classed With The Best Of Its Type."

### Battleground

DRAMA  
117M.

ESTIMATE: World War II reissue has names to help.

CAST: Van Johnson, John Hodiak, Ricardo Montalban, George Murphy, Marshall Thompson, Jerome Courtland, Don Taylor, Bruce Cowling, James Whitmore, Douglas Fowley, Leon Ames, Guy Anderson, Thomas E. Breen, Denise Darcel, Richard Jaeckel, Jim Arness, Scotty Beckett, Brett King, original "Screaming Eagles" of 101st Airborne Division. Produced by Dore Schary; directed by William A. Wellman.

STORY: In December, 1944, the third platoon of "E" company of the 101st Airborne Division awaits a furlough in Paris. Included are Van Johnson, who likes girls; John Hodiak, formerly a small town newspaperman; Ricardo Montalban, from California; George Murphy, a father about ready to leave the army to return to his wife and kids; Guy Anderson, from Illinois; Bruce Cowling, squad leader; Jerome Courtland, from the Kentucky hills; Douglas Fowley, whose big problem is his false teeth; James Whitmore, the sergeant; Don Taylor, second in command; and Richard Jaeckel, the new lieutenant. Marshall Thompson joins the group. The furlough in Paris is cancelled for the Nazis have broken through. The men move up to Bastogne, and then the historic "Battle of the Bulge" follows, with many men dying, General McAuliffe de-

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claring "Nuts" to the Nazis who ask for surrender, and the eventual lifting of the fog, the sun coming through and the airmen blasting the Nazis. Johnson, Hodiak, Murphy, Thompson, Whitmore, and some others live, and, tired and weary, march back singing the infantry song.

**X-RAY:** When first reviewed in *THE SERVICESECTION* of September, 1949, it was said: "This will be ranked with the best films of World War II. It has everything that makes a showman's picture. Its production, direction, acting, etc., are tops, and the 117 minutes are crammed with suspense, comedy, melodrama, and everything needed to make it potent at the boxoffice. Only on one count is it deficient, the romance angle. Two women are seen, and only one in anything close to romance, with Denise Darcel arousing the boys a trifle. However, although this is a story of war, it represents a historic phase of World War II, and many patrons who ordinarily might avoid a war story should have plenty of interest in one of the most heroic stands of the U. S. boys in the late struggle. The acting, and that includes everyone is aces, and along the line there are sequences that will get laughs. The Dore Schary-William Wellman production, direction combination has made this a film that will be talked about, and, which offers a wealth of selling and tieup opportunities. The story is by Robert Pirosh, associate producer." Aspect ratio is 1.33-1.

**TIP ON BIDDING:** Reissue price.

**AD LINES:** "The Story Of The 'Bastards Of Bastogne' . . . Heroes Of World War II"; "Nuts Said The General . . . And 'Battle-ground' Tells Why"; "Here It Is . . . The First Great Film Of World War II."

## Green Fire (516) MELODRAMA 100M.

(CinemaScope) (Eastman Color)  
(Made in South America)

**ESTIMATE:** Interesting meller has angles.

**CAST:** Stewart Granger, Grace Kelly, Paul Douglas, John Ericson, Murvyn Vye, Jose Torvay, Robert Tafur, Joe Dominguez, Nacho Galindo, Charlita. Directed by Andrew Marton; produced by Armand Deutsch.

**STORY:** Mining engineer Stewart Granger comes across an old mine of the Conquistadors and discovers promising signs of emeralds. Before he can carry the news back, he is attacked, robbed, and wounded by bandits. He is rescued by Priest Robert Tafur and taken to a nearby coffee plantation owned by Grace Kelly and her brother, John Ericson, where he recovers. He tells his partner, Paul Douglas, the good news. The latter is heading for a mining job in Canada but is persuaded to go along with Stewart. They get a crew together despite opposition by Tafur and work the mine, while alternating weekends at the Kelly plantation. Hampered by bandit attacks led by Murvyn Vye, cave-ins, etc., they are finally forced to suspend operations when the cave is closed by a rock slide and cave-in. Granger decides to work from the top of the mountain down and since this means extra money, he talks Ericson into coming in as a partner along with the plantation's money and the men needed to gather the coffee harvest. Douglas, sickened by Granger's greed, breaks with him and joins Kelly on the plantation while the priest enlists the aid of women and children to gather the harvest. The river nearby starts to rise because of the refuse from the mine and the plantation is threatened, but Granger refuses to desist. Ericson is struck by a boulder and killed, which separates Granger and Kelly even more. Granger finally does find some emeralds, but Douglas decides to mine the entire mountain, reroute the river and save the plantation. Granger is opposed until Vye and his bandits attack,

whereupon Granger decides to go along with Kelly and Douglas after setting off the blast which engulfs the bandits and rerouts the river just before a violent storm breaks. Granger and Kelly are united.

**X-RAY:** Authentic settings, country scenery, and peoples assist in getting across this yarn involving a search for emeralds by adventurers. The story is fairly interesting and different and the cast gives a good account of itself. Direction and production are good, and the overall is aided by the use of CinemaScope and color. There is also a goodly amount of action. The screen play is by Ivan Goff and Ben Roberts.

**TIP ON BIDDING:** Higher program rates.

**AD LINES:** "He Had One Passion In Life—The 'Green Fire'—Until The Right Woman Came Along"; "Burning Romance . . . Exciting Adventure . . . Rough, Two-Fisted Action . . . All In 'Green Fire'"; "No One And Nothing Would Stand In His Way. His Aim Was Wealth With The Aid Of 'Green Fire'."

## REPUBLIC

### Hell's Outpost (5315) MELODRAMA 90M.

**ESTIMATE:** Okeh programmer.

**CAST:** Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Kristine Miller, Ben Cooper, Taylor Holmes, Barton MacLane, Ruth Lee, Arthur Q. Bryan, Oliver Blake. Associate producer-director, Joe Kane.

**STORY:** Veteran Rod Cameron arrives in a small mining town to call on Chill Wills, father of a late war buddy, but actually he is interested in getting hold of a valuable mining property held by Wills. The latter asks him to come in as partner after outlining problems that have to be met. John Russell, local banker and bully, is also interested in the Wills property as well as in town clerk Joan Leslie, in whom Cameron takes an interest. They have a fight, the stakes of which are either Cameron is to stay away from Leslie or Russell is to grant him a loan. Cameron wins and builds a road to start the mine working. Russell tries all forms of sabotage and finally arranges to set off a tremendous blast calculated to block the road and ruin the mine, Cameron catches him, they fight, and Russell is killed in the blast which paves the way for a better road. Cameron confesses his plans to Wills, who knew his intentions all along, and he and Leslie are free to plan for the future.

**X-RAY:** A fairly interesting yarn, adequate performances, and average direction are to be found in this entry that should make up okeh as part of the program. There's enough action and intrigue to satisfy average meller fans. The screen play is in by Kenneth Gamet, based on the novel "Silver Rock" by Luke Short.

**AD LINES:** "He Had A Mine To Work And Neither Hell Nor High Water Would Stop Him"; "Adventure . . . Thrills . . . Action . . . All At 'Hell's Outpost'"; "She Had To Make A Choice . . . The Winner Took All."

## 20TH-FOX

### Devil's Harbor (429) MELODRAMA 71M. (English-made)

**ESTIMATE:** For the duallers.

**CAST:** Richard Arlen, Greta Gynt, Donald Houston, Mary Germaine, Elspet Gray, Vincent Ball, Howard Lang, Edwin Richfield. Directed by Montgomery Tully; written and produced by Charles Deane.

**STORY:** Richard Arlen, captain of a cargo boat breaks up a fight between Sidney Bromley and Michael Balfour and finds a small package which he stows away in his bag. Donald Houston, insurance investigator, has been trying to find out why so many drugs keep disappearing. The gang of crooks headed by Edwin Richfield tries to recover the package with little luck. Arlen finally discovers that the crooks are getting their information via a phone operator at the insurance company and he helps the insurance detectives and the police capture the thieves. He is amply rewarded and can pay off his debts and talk to sweetheart Greta Gynt about the future.

**X-RAY:** Audiences are familiar with Arlen but generally not with the others, and this coupled with a fair story, average performances, and fair direction and production put this entry in the lower half. It could serve as filler.

**TIP ON BIDDING:** Low bracket.

**AD LINES:** "Terror On The Waterfront"; "An Expose Of The Smuggling Racket That Could Lead To Murder"; "A Thrilling Tale Of Suspense And Terror On The Waterfront."

## ALLIED ARTISTS

### Black Tuesday MELODRAMA 80M. (Goldstein)

**ESTIMATE:** Okeh programmer.

**CAST:** Edward G. Robinson, Peter Graves, Jean Parker, Milburn Stone, Warren Stevens, Jack Kelly, Sylvia Findley, James Bell, Victor Perrin, Hal Baylor, Harry Bartell, Simon Scott, Russell Johnson, Phil Pine. Produced by Robert Goldstein; directed by Hugo Fregonese.

**STORY:** Killer and racketeer Edward G. Robinson and bank robber Peter Graves are scheduled to go to the electric chair for killings committed by both. Graves is offered a short reprieve if he will reveal the whereabouts of the \$200,000 he stole, but he refuses. Death house guard James Bell is informed by Jean Parker, Robinson's girl, that his daughter, Sylvia Findley, has been kidnapped and that if he won't help Robinson escape she will be killed. He agrees and hides a gun beneath a chair that will seat death house spectators, newsmen, etc. New reporter Jack Kelly is assigned to cover for his paper, but he is kidnapped and gangster Warren Stevens substitutes. The break is successful, though Graves is wounded, and they take along as hostages priest Milburn Stone, doctor Victor Perrin, and guard Hal Baylor. Bell is killed during the getaway, with several others wounded. Their destination is a warehouse where Kelly, Findley, and a plane pilot are waiting. Perrin fixes up Graves as best he can and he agrees to get the money to finance the getaway with Robinson. Graves and Parker pick up the money from a safe deposit box, but a suspicious bank guard notifies the police, who shadow them to the warehouse. A cordon is set up whereupon Robinson threatens to kill the hostages one by one unless the police permit them to pull out. Kelly is wounded when he gets in Robinson's way and is prevented from being killed by Graves at Findley's silent behest. Baylor is the first killed. Several gangsters are killed, as is Parker. When Robinson threatens to kill the priest, Graves kills him, and then goes to his own death with gun in hand. The others presumably are saved.

**X-RAY:** Edward G. Robinson is once again the tough, half-crazed, killer-gunner and gangster, which role paved his way up the road to fame, and there is enough action, gun-play and killing to satisfy even the most blood-thirsty of



fans. The story is interesting and fast-moving, and the cast, direction, and production are good, so that the end result emerges as a film that could show up well as part of the program where audiences like their pictures flaming hot and with little subtlety. The original story and screen play are by Sidney Boehm.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "Prison Break And Murder Go Hand-In-Hand As Gangster Edward G. Robinson Makes A Break For Freedom"; "A Rough, Tough Film About Those On The Other Side Of The Law"; "Blood Flows Like Water On 'Black Tuesday'."

## Romeo And Juliet

DRAMA  
140M.

(Rank)

(Filmed in England and Italy)

(Color by Technicolor)

**ESTIMATE:** High rating classical drama.

**CAST:** Laurence Harvey, Susan Shentall, Flora Robson, Mervyn Johns, Bill Travers, Enzo Fiermonte, Aldo Zollo, Giovanni Rota, Sebastian Cabot, Lydia Sherwood, Norman Wooland, Giulio Garbinetti, John Gielgud. Directed by Renato Castellani; produced by Sandro Ghenzi with Joseph Janni.

**STORY:** Actor John Gielgud opens with a prologue and introduction. The houses of Sebastian "Capulet" Cabot and Giulio "Montague" Garbinetti are feuding with one another until the Prince of Verona threatens drastic punishment if they don't cease and desist. Laurence "Romeo" Harvey falls in love with Susan "Juliet" Shentall and she with him although she is little more than a child. They meet with the aid of her nurse, Flora Robson, and Friar Mervyn Johns, and the latter agrees to marry them secretly. The feud flares up again and Harvey flees to Mantua. Shentall's father orders her to wed another nobleman, and she begs Johns for assistance which he provides in the form of a potion that will simulate death but will permit her to reawaken after internment in the family vault with Johns on hand to assist. Johns arranges to send word to Harvey of his plan, but his messenger is waylaid and delayed and when Harvey learns that Shentall has died, he returns, forces his way into the vault, and kills himself at her side. She awakens, sees him dead, and kills herself before Johns can stop her. The families realize how foolish the feud is.

**X-RAY:** Wonderfully portrayed and beautifully mounted, this classic by Shakespeare is presented in fine fashion that should please all who are familiar with the work and those who are students of Shakespeare. There is much in the way of entertainment here for those who would be introduced to the Bard for there is a story that holds interest throughout. There should also be a large amount of interest on the part of students whose courses include the work. The work was adapted for the screen by Renato Castellani. Maximum aspect ratio: 1.66-1.

**TIP ON BIDDING:** Better price for class houses.

**AD LINES:** "Another Great Shakespeare Classic Brought To The Screen In All Its Glory And Excellence"; "The Greatest Love Story Of All Time"; "There Never Was A Love Like Theirs."

## WARNERS

### The Silver Chalice (408)

MELODRAMA  
137M.

(CinemaScope)

(WarnerColor)

**ESTIMATE:** Highly interesting entry.

**CAST:** Virginia Mayo, Pier Angeli, Jack

Palance, Paul Newman, Walter Hampden, Joseph Wiseman, Alexander Scourby, Lorne Greene, David J. Stewart, Herbert Rudley, Jacques Aubuchon, E. G. Marshall, Michael Pate, Natalie Wood, Peter Reyonlds, Mort Marshall, Booth Colman. Produced and directed by Victor Saville.

**STORY:** In the Greek city of Antioch, wealthy but childless merchant E. G. Marshall adopts the son of a poor friend, who shows talent as an artist even as a youngster. The lad is attracted to a slave girl whom he helps as she makes a bid for freedom. When Marshall dies some years later, his jealous brother Herbert Rudley denies the adoption ever took place and sells Paul Newman into slavery, thus becoming head of the house. Newmans' childhood sweetheart, Virginia Mayo, becomes the chief assistant of magician and sorcerer Jack Palance, and she warns Newman of a plot by Rudley to have him killed. He escapes with the aid of Alexander Scourby, one of the twelve apostles, who seeks his sculpting skill in making a silver chalice to hold a cup used by Christ at the Last Supper. In Jerusalem, he works with Pier Angeli, granddaughter of Joseph, keeper of the cup, and she falls in love with him. Palance and Mayo show up at the behest of Joseph Wiseman, who would create a revolution against the Romans who occupy the country by getting the people to switch from devotion to Christ to the magic of Palance. Angeli weds Newman to protect funds destined for use by the Apostles but realizes he still cares for Mayo. On the road to Antioch, the cup is stolen by Wiseman but regained by Newman after a bloody battle. In Rome he continues to work on the chalice. Palance and Mayo find favor with Jacques "Nero" Aubuchon and Palance fancies himself as a new Messiah, while Newman is commanded to sculpt a head of the Emperor. Palance promises the Emperor that he can perform better miracles than Christ and vows to fly from a huge tower. Newman is fed up with the antics of the court and Palance and impressed by the devotion of the Christians and finishes the chalice. Palance so believes that he can fly that he disdains to use trickery and falls to his death. The Emperor and others are enraged and order Mayo to fly and she goes to her death. During rioting by street mobs, the cup is stolen from Angeli again by Wiseman, who in turn is killed by the enraged crowd. The cup and chalice disappear. Newman and Angeli, in love, sail away to Antioch.

**X-RAY:** Based on the best-selling novel by Thomas B. Costain, this entry is impressive in scope and subject matter and though slightly overlong, its story is interesting and absorbing for the most part, with good and sometimes unusual production values enhancing the production as a whole. Performances are of general high calibre, with newcomer Newman and Palance particularly impressive. Direction is vibrant and CinemaScope and color help in getting across proper presentation. Since big-scale historical novels with religious themes have proven successful of late, there is reason to suppose that this too should prove itself big-time at the boxoffice. The screen play is by Lesser Samuels, who also acted as associate producer.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "Every Breathless Moment Of Thomas B. Costain's Monumental Novel Becomes A Matchless Scene On The Motion Picture Screen"; "This Was The Time Of Redemption And This Was The Day Of Sin"; "The Mighty Struggle To Possess The Sacred Cup Of Silver And The Lovers And The Faith That Triumphed In Humanity's Darkest Hour."

## Young At Heart (409)

ROMANTIC  
DRAMA  
117M.

(Print by Technicolor)

**ESTIMATE:** Entertaining entry headed for better returns.

**CAST:** Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith, Elizabeth Fraser, Alan Hale, Jr., Lonny Chapman, Frank Ferguson, Marjorie Bennett. Produced by Henry Blanke; directed by Gordon Douglas.

**STORY:** In a small Connecticut town, there dwelt three beautiful sisters with their musical-instructor father, Robert Keith, and their aunt, Ethel Barrymore. One of the sisters, Dorothy Malone, announces that she and wealthy real estate man, Alan Hale, Jr., are engaged, which leaves the other two, Doris Day and Elizabeth Fraser to be concerned about their future although Fraser is being courted by plumber Lonny Chapman, who she considers nice but dull. Gig Young, talented and handsome composer, arrives to stay with them, and all of the girls have a silent crush on him although it's Day he's interested in. Frank Sinatra, piano player, composer, arranger, etc., arrives on the scene with his fatalistic attitude, convinced that the world is against him. Day is attracted and tries to cheer him up. When her engagement to Young is announced Sinatra leaves town. The wedding is arranged when a wire arrives announcing that Day and Sinatra have been married. They go to New York where things are tough, and a Christmas invitation comes to spend the holidays at home. Sinatra becomes bitter over the attentions accorded to Day by Young while she has neglected telling him he is to be a father. Sinatra decides to end it all by crashing the car he is driving. At the hospital Day pleads with him to live for her sake as well as that of the baby. Easter time there is another reunion with Sinatra, Day, their baby, the others, and everybody is happy.

**X-RAY:** There's loads of entertainment to be found here with proper amounts of fun, music, romance and drama mixed rightly so that the end result is a film that should be enjoyed by most adult audiences. The cast does a good job, and the direction and production are smooth and efficient. The use of color dresses it up so that it emerges as a neat package of entertainment. The screen play is by Julius J. Epstein and Lenore Coffee, adapted by Liam O'Brien based on a story by Fannie Hurst. Among the tunes heard are "Young At Heart," "There's A Rising Moon For Every Falling Star," "Hold Me In Your Arms," "Ready, Willing And Able," "You My Love," "Just One Of Those Things," "Someone To Watch Over Me," "One For My Baby." Maximum aspect ratio: 1.85-1.

**AD LINES:** "Nobody Knew What A Guy Like Barney Would Do Next, And She Didn't Care, Just So He Did It With Her"; "Doris Day And Frank Sinatra! Together For The First Time! Terrific From The First Moment"; "All Young, All Heart, And All Wonderful."

## FOREIGN

### Companions Of The Night

DRAMA  
94M.

(Arlan)

(French-made) (English titles)

**ESTIMATE:** Adequate entry for the art houses.

**CAST:** Francoise Arnoul, Raymond Pellegrin, Pierre Cressoy, Christian Fourcade, Nicole Maurey, Marthe Mercadier, Jeanne Marken, Suzy Prim, Noel Roquevert, Andre Valmy. Produced by Metzger and



Woog and Hoche productions; directed by Ralph Habib.

**STORY:** When Francoise Arnoul, unwed mother, is released from jail, she and her son, Christian Fourcade, get a lift to Paris from a friendly truck driver, Pierre Cressoy. Arriving without work, she is forced to enter upon her old occupation, prostitution. A heartless procurer, Raymond Pellegrin, sends her child to a home. Arnoul becomes embittered and hopeless, seeing no way out. However, she meets Cressoy again and he is willing to offer her love. He takes her and Fourcade to the zoo where he finds himself getting along well with the boy and offers her marriage. Pellegrin warns Arnoul against leaving his employ. Meanwhile, Pellegrin, who gets new girls for his house by leading them on with promises of love and marriage, gets into an argument with one of his disillusioned girls, Nicole Maurey. He kills her. Arnoul now can blackmail him into giving her her son and letting her go. Pellegrin sets out to kill her, but Cressoy saves her. Arnoul kills Pellegrin. Indications are that Cressoy will recover and Arnoul will be acquitted to join him.

**X-RAY:** An intimate insight into the prostitution racket in Paris, this should have plenty of angles for exploitation. The story is built on sentimentality and sharp contrasts between good and bad, but it is engrossingly told and holds interest. Aided by its frank approach to a taboo subject, this should be an adequate entry for art and exploitation spots. The screen play was written by Jacques Companeez.

**AD LINES:** "A Searing Story Of The Street Of Sin"; "A Stark Picture Of The Prostitution Racket"; "An Engrossing Tale Of A Woman Caught In A Trap With No Way Out"; "A Frank Glimpse On A Forbidden Portion Of Life."

## An Inspector Calls

(Associate Artists)  
(English-made)

DRAMA  
80M.

**ESTIMATE:** Okeh entry for the art and class spots.

**CAST:** Alastair Sim, Arthur Young, Olga Lindo, Eileen Moore, Bryan Forbes, Brian Worth, Jane Wenham, Pat Neal, Amy Green, Catherine Willmer, Norman Bird, Olwen Brookes. Produced by A. D. Peters; directed by Guy Hamilton.

**STORY:** A well-to-do British couple are celebrating the engagement of their daughter, Olga Lindo, to Brian Worth. The occasion is interrupted by a police investigator, Alastair Sim, inquiring about the background of a girl who committed suicide. Sim learns from the father that the girl in question was fired by him. It is also learned that Worth had had an affair with her. Lindo also became involved with the girl when she caused her to be fired from a fashionable store. The mother, a leader of a charity organization, had refused to help the girl when she applied for assistance. Sim then introduces a connection between the girl and the errant son of the family, Bryan Forbes, the father of the girl's illegitimate child. Each member of the family becomes aware of his or her part in the girl's suicide. Meanwhile, they discover that Sim is really not a police officer but a mysterious visitor who came to make the family reflect on their own misdeeds.

**X-RAY:** This British import blends mysterious atmosphere with serious comments. Sim registers solidly as the superhuman inspector. Audiences at art and class houses should find this above average entry to their tastes. Desmond Davis wrote the screen play from the play by J. B. Priestley.

**AD LINES:** "A Piercing Study Of A Middle Class Family And The Discoveries They Make About Themselves";

"England's Noted Character Actor, Alastair Sim, In A Different Role"; "A Stimulating Film Based On J. B. Priestley's Broadway Hit."

## One Summer Of Happiness

DRAMA  
93M.

(Times)

(Swedish-made) (English titles)

**ESTIMATE:** Import can be exploited, especially by art houses.

**CAST:** Folk Sundquist, Ulla Jacobsson, Edvin Adolphson, Irma Christensson, Gosta Gustavsson, Berta Hall, John Elfstrom, Erik Hell, Nils Hallberg, Sten Mattsson, Arne Kallerud, Gunvar Ponten, Hedvig Lindby, Axel Hogel, Sten Lindgren. Produced by Norisk Tonefilm; production supervisor, Lennart Landheim; directed by Arne Mattsson.

**STORY:** A funeral is being held in a small cemetery in the country. Folk Sundquist enters, and in flashback is shown the love story of Sundquist and Ulla Jacobsson. Sent to work on his uncle's farm, Sundquist meets Jacobsson, and they join the young people of the village in putting on amateur theatricals in the uncle's barn. Frequently, however, they steal away by themselves. One night they seek shelter from a storm and hide in an attic where Sundquist's aunt finds them. Jacobsson is sent away, but Sundquist finds out where she is staying. They are now fully aware of being in love, swim in a lonely lake in a forest. Sundquist's father makes him return home, but he runs back to the farm and his love. A mentally deficient farm hand sets fire to the barn, but the show is put on anyway. The lovers endeavor to return home on Sundquist's motor-bicycle, but Jacobsson dies in an accident. Back to the opening scene, Sundquist can not stand the priest's reproaching words and he runs away from the funeral. Alone at the lake he looks for memories of Jacobsson.

**X-RAY:** While there are some good scenes in this much talked about film such as lovely shots of the Swedish landscape, the festivities of midsummer's night, including some excellent folk dancing, and a crackling good fire at the end, the picture generally drags. The two young lovers handle their roles acceptably, and even their nude bathing scene is handled with taste and, possibly, innocence. The film won the grand prize at the Berlin Film Festival in 1952, and the grand prize at Le Festival De Punta de Este in 1952. It is from a novel by Per Olof Ekstrom, with screen play by W. Semitjov. Original music is by Sven Skold. English titles are by Herman G. Weinberg. It should do best in art houses but might be exploited along "for adults only" lines elsewhere. Uncensored, the running time is 103 minutes.

**AD LINES:** "The Picture Everyone Is Talking About!"; "The International Prize-Winning Film"; "In An Outburst Of Complete Surrender On A Warm Summer Eve, They Find Supreme Joy!"

## Profile

MYSTERY MELLER  
65M.

(American Feature Attractions)  
(English-made)

**ESTIMATE:** Import for lower half or art spots.

**CAST:** John Bentley, Kathleen Byron, Thea Gregory, Stuart Lindsell, Garard Green, Ivan Craig, Lloyd Lamble, Frank Henderson, Bruce Beeby, John Parkes. Produced by J. Temple-Smith; directed by Francis Searle.

**STORY:** Stuart Lindsell starts a new magazine and names John Bentley editor. Lindsell's second wife, Kathleen Byron, younger than he, likes to play around and makes a pass at Bentley, who's not interested. The latter is attracted to Lindsell's

daughter by his first marriage, Thea Gregory. Garard Green, a disreputable artist who was Byron's first husband, tries to blackmail her unsuccessfully. Lindsell is told he has but a few months to live unless he undergoes an operation. He asks Bentley to take over some of his duties including the signing of checks after Green tells him of the situation between Byron and Bentley. When Lindsell dies, it turns out that much money has been withdrawn on checks signed by Bentley, who denies the whole thing claiming forgery. Byron offers to produce evidence clearing him if he will go away with her, but he refuses. Later she is found murdered and Bentley and Green are suspected. However, artist Ivan Craig is the murderer, jealous of Gregory's art work which is accepted for the cover and involved with Byron. Bentley pursues him until Craig falls to his death in the giant presses, and Bentley and Gregory can now plan for a future together.

**X-RAY:** Well-made, this entry has drama, intrigue, and a plot which should keep adult audiences fairly interested in the proceedings. There is some suspense. It could make up as part of the program in regulation bills, although the cast is relatively unknown, or in the art and specialty spots. (No screen play credit is available.)

**AD LINES:** "It Started With A Kiss And Ended With Murder"; "A Dynamic Tale Of A Wife Who Invited Murder When She Played Around With Other Men"; "Angel To One Man . . . A She-Devil To Another."

## True Friends

COMEDY DRAMA  
99M.

(Artkino)  
(Russian-made) (English titles)  
(In Sovcolor)

**ESTIMATE:** Routine Soviet import.

**CAST:** V. Merkurjev, Boris Chirkov, A. Porisov, A. Gribov, L. Gritsenko, L. Shagalova. Directed by Mikhail Kalatozov.

**STORY:** Three Moscow boys enjoy themselves playing on a raft on a small river. Years later, one is a noted surgeon, another is an expert in animal husbandry, and the third has become a famous architect and bureaucrat in the Soviet regime. The surgeon and the livestock expert lure the now pompous architect to come along on a cruise down a river on a small raft. In the course of the trip they become stranded on a small islet. They arrive at a collective farm where a minor bureaucrat is bungling a building project because of incompetent orders from Moscow, from the architect member of the trio, himself. The architect realizes that he is responsible. He corrects his error and returns to Moscow a humbler and more determined man. The shy livestock expert finds his old fiancée and gets up enough courage to propose marriage.

**X-RAY:** An innocuous little comedy, this should be best suited to those houses that specialize in Russian films. There is not much of interest to general audiences, and it spends much of its time on the intricacies of the Soviet system. The color photography is good.

**AD LINES:** "A Hilarious Romp"; "A Delightful Comedy With Warmth And Romance"; "A Rare And Human Comedy."

## MISCELLANEOUS

### Day Of Triumph

RELIGIOUS DRAMA  
110M.

(George J. Schaefer)  
(Eastman Color)

**ESTIMATE:** Well-made religious drama with special or limited appeal.

**CAST:** Lee J. Cobb, Joanne Dru, James



Griffith, Robert Wilson, Ralph Freud, Tyler McVey, Touch Connors, Toni Gerry, Everett Glass, Lowell Gilmore, Anthony Warde, Peter Whitney. Produced by James K. Friedrich; directed by Irving Pichel.

**STORY:** A band of rebels in ancient Judea hope to overthrow the Roman rulers and bring independence to their land. The leader of the rebels, Lee J. Cobb, and his chief lieutenant, James (Judas Iscariot) Griffith, hope to find a leader who will ignite a spark of enthusiasm among the lethargic people. A Galilean Robert (Jesus) Wilson, is seen traveling over the land with his followers, teaching a new doctrine of humility and love while performing some amazing healing. He captures the people as no one before and Griffith believes that this is the man to lead the revolt. He joins Jesus and becomes one of his chosen followers, hoping to win him over to the movement to free Israel. When Jesus arrives in Jerusalem, he is greeted with such enthusiasm that he could proclaim himself king, and the people would uphold him. He refuses, though, and Judas' plan seems destroyed. He, however, hopes yet to rally the people by turning Jesus over to the jealous authorities and thereby moving the people to revolt to save their "leader." The plan backfires and Jesus is condemned to death. His plan a failure and ridden by guilt, Judas kills himself. All his followers are despairing when Jesus appears to them risen from death.

**X-RAY:** Technically good, this Biblical tale is told in beautiful Eastman Color with settings that are simple but satisfactory. Produced and acted with sincerity, this purposely avoids lavishness and gaudiness. It tells the New Testament story of Jesus and his teachings simply with the movement for political rebellion as a unifying force. What is more, it gives Judas a motivation and purpose rather than just a force of evil. Since its theme is so directly concerned with the telling of the Christian legend, this might have a special religious appeal. In any case, it requires special type of handling. Arthur T. Horman wrote the screen play. It is possible that certain racial and religious sects may be offended by some of the characterizations.

**AD LINES:** "For The First Time The Full Story Of The New Testament Comes To The Screen In Color"; "Not Since 'King Of Kings' Has There Been Such An Achievement"; "A Simple And Sincere Telling Of The Christian Legend."

## The Desperate Women

MELODRAMA  
67M.

(Samuel Newman Productions)

**ESTIMATE:** Abortion racket film can be exploited.

**CAST:** Anne Appleton, Douglas Howard, Paul Hahn, Ben Daniels, Samuel Newman, Maria Girard, Virginia Leon, Karen Moore, Eve Meyer, Joseph Allen, Jr., Robert Lee, Theodore Marcuse, Richard Risso, Stanley Glenn, Rebecca Young, Karen Wolfe, Raymond Barrett. Produced by Samuel Newman and Louis B. Appleton, Jr.; directed by Louis B. Appleton, Jr.

**STORY:** When 'teen age daughter, Virginia Leon, dies as the result of an abortion, newspaper publisher Robert Lee puts his top reporters Anne Appleton and Douglas Howard on the case, determined to expose and break up abortion ring headed by underworld leader Samuel Newman and illegal doctors Paul Hahn and Theodore Marcuse. Police, headed by Ben Daniels, lend a hand and succeed in breaking up the illegal operation mill.

**X-RAY:** Suited for adult showings, this meller with a cast of unknowns will have to depend on sensationalizing to get by. It is a more or less sincere expose of a touchy topic. There is a good chase sequence as the abortionist gang is

rounded up, and the film is entirely clean, despite its dealing with subject matter that is usually of the hush, hush type. The screen play is also by Samuel Newman.

**AD LINES:** "Illegal Operations Bared In Adult Shock Drama"; "The Film The World Dared Hollywood To Make"; "Woman After Woman Put Their Reputations, Their Lives In His Shameful Hands."

## This Is Your Army

DOCUMENTARY  
55M.

(Movietone News-U. S. Army)  
(Technicolor)

**ESTIMATE:** Interesting documentary on U.S. army.

**CREDITS:** Produced by Edmund Reek; associate producer John J. Gordon; photographed by Jack Painter, A.S.C., and William Storz; written by James Altieri and Joseph Kenas; edited by Bill Kosh and John Hughes; narrated by Joe King. This was produced in cooperation with the U.S. army and is exhibited as a public service sponsored by the Council of Motion Picture Organizations.

**STORY:** Answered here is the question, what makes a soldier in the U.S. army. It follows recruits from the moment they arrive at the army installation they are assigned to, and it details his examinations, training, clothing issuance, drilling, field maneuvers, etc. All of the branches of the army are seen in action, as well as the various types and classes of weapons that must be mastered and the thousands of skills that are taught to newcomers and oldsters alike. Actual battle conditions are simulated.

**X-RAY:** This documentary probably serves a three-fold purpose. It shows the American people exactly what the army is doing and what can be expected of it, and the many functions that make up the organization; it also shows recruits, volunteers, and draftees what to expect when their turn to serve comes around; it will prove to the world at large that the army is a thoroughly experienced, powerful organization ready for action anywhere and at any time. It is done interestingly, and audiences should prove attentive. Exhibitors can play this as part of the program.

**AD LINES:** "Here Come The Finest Fighting Men On Earth"; "The Behind-The-Scenes Story Of How America's Youth Are Trained To Be Ready For Action Anywhere"; "Ready To Serve And Ready To Fight For America."

## 20,000 Leagues Under The Sea

MELODRAMA  
122M.

(Buena Vista) (CinemaScope)  
(Color by Technicolor)

**ESTIMATE:** High rating Disney feature.

**CAST:** Kirk Douglas, James Mason, Paul Lukas, Peter Lorre, Robert J. Wilke, Carleton Young, Ted de Corsia, Percy Helton, Ted Cooper, Edward Marr, Fred Graham, J. M. Kerrigan. Directed by Richard Fleischer; a Walt Disney presentation.

**STORY:** In 1868, the shipping lanes of the Pacific are terrorized by a strange monster which attacks and sinks ships. The government organizes an expedition to track down the stories, and aboard are Kirk Douglas, a harpooner; authority on undersea life, professor Paul Lukas; and his assistant, Peter Lorre. These three are the only survivors when their ship is sunk, and they come across a strange craft resting on the surface while its captain, James Mason, and crew are burying a crew member on the bottom of the sea. He permits them to remain on board figuring he may use them in the future, and they are astounded by the electrically operated marvels that are years ahead of

their time, as well as the hatred of Mason for the outside world. Douglas tries to escape once but is driven back to the sub by headhunting natives. He also inserts notes in bottles thrown overboard at every opportunity announcing the eventual destination of the sub. Wounded by a battleship, they head for home, and tangle with a giant squid which almost takes Mason's life, but Douglas saves him. Douglas' messages have done their job, and warships and men await Mason. The latter gets ashore to his island and sets off a bomb which will destroy his secrets. He is fatally wounded and returns to the ship to die. He orders the vessel sunk as a tomb beneath the sea. Douglas manages to escape with Lukas and Lorre and they get far enough away so that the bomb that goes off and destroys everything and everyone doesn't affect them.

**X-RAY:** Walt Disney has once again come through with an off-beat subject that emerges as a high-grade and entertaining film bordering on science-fiction, with special photography and effects that put this in the better entertainment class. The story and plot are fantastic; but so well done and so absorbing that interest is held on high throughout. Direction and production are in the better category. The screen play is by Earl Felton, based on the novel by Jules Verne. One song, "A Whale Of A Tale," is heard as sung by Douglas.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "An Absorbing Tale Of Adventure '20,000 Leagues Under The Sea'"; "An Experience Not To Be Forgotten"; "A Thrilling Science Classic Brought To The CinemaScope Screen In Outstanding Disney Fashion. It's An Entertaining Thriller."

## The Short Parade

### TWO REEL

#### Color Drama

**A GIFT FROM DIRK.** U-I—Special. 19m. Eddie Albert narrates this color short filmed in Holland, which relates the story of Dirk, a youngster who lives with his parents on a canal boat in Holland. Since his mother's birthday is coming, he wants to get her something special though not too expensive. He hears the story of the beautiful Firebird Tulip and he decides to give her one of these. At a tour of a huge tulip garden, he sees thousands of varieties but not the one he wants since it is too early for this one. A gardener comes to his aid and presents him with one that has yet to bloom, but it does when he presents it to his mother on her birthday. GOOD. (1201).

#### Color Musical

**CHAMP BUTLER SINGS.** U-I—Musical Featurette. 15m. A variety show is to be seen here with numbers or specialty acts by the Cheers, Allen and Ashton, Larry Raine, Stan Fisher, Frankie Carle and his orchestra, and Champ Butler. Among the numbers heard are "Blue Moon," "What Should I Do," "Dance Of The Comedians," "Boathouse Waltz," "I Need Your Lovin'," "Can't We Be More Than Just Friends," "I'm Coming Over To Love You Tonight," "Cake Walk." GOOD. (1301).

**ROAD SHOW.** U-I—Musical Featurette. 15m. Johnny Johnston has been requested by his fiancée to abandon singing in favor of acting as an agent so that they can settle down and get married. He arranges an audition of some of his talent for one of the owners of one of the Las Vegas



night clubs, but instead of letting his singer go on, Johnston auditions every number. The club owner agrees to buy the show if Johnston goes with it as headliner, and he asks his fiancée to marry him and they can honeymoon in Las Vegas. Among the numbers heard are "Curtain Time," "Moonlight In Vermont," "Jose," "I'm Gonna Live Till I Die," "Time To Start The Show." This stars, in addition, Dani Crayne, the Cheerleaders, Dick Williams, the Sonia Shaw Dancers, John Saxon, and Archie Twitchell. GOOD. (1302).

## ONE REEL

### Color Cartoons

**HELTER SHELTER.** U-I—Walter Lantz Cartunes. 6m. Woody Woodpecker tries to build himself a home in a tree but is hampered by a dog who destroys his attempts. Woody, in turn, destroys his doghouse and when rain starts, they both seek shelter in the house of the dog's mistress and master, an elderly couple. She likes both creatures while the master can't stand either of them. Woody and the dog feud with each other until the climax when the man of the house is thrown out and the pets remain. GOOD. (1322).

**I'M COLD.** U-I—Walter Lantz Cartunes. 6m. Chilly Willy is a cold penguin that can't get warm. He discovers a fur warehouse and decides to try and get a pelt for a coat, but a huge, polite watch dog is on hand to frustrate him at every turn. GOOD. (1321).

### Color Novelty

**HOLIDAY AHEAD.** U-I—Color Parades. 10m. Naples and surrounding towns and area is visited by tourists and the color

camera including the ruins of Pompeii, Mt. Vesuvius, the Amalfi Peninsula, Capri, Sorrento, etc. Festivals and local customs and inhabitants are adequately covered. FAIR. (9388).

### Novelty

**CANDID MICROPHONE.** Series 1, Number 2. Columbia. 10½m. When first reviewed in THE SERVICESECTION of May, 1949, it was said of this re-issue: "In this highly engaging, laugh-provoking short, Allen Funt successively befuddles a locksmith and a garage mechanic after an explanatory forward and a brief sequence concerning a customer and travel directions. The locksmith comes to free a Funt aide locked in a vault, and is bickered with about the price, manner of taking off the lock, and his slowness in arriving. The mechanic is extremely funny as he attempts to fix a rigged motor despite Funt's harassing demands for speed. EXCELLENT." (7552).

**DEAR MYRTLE.** U-I—Variety Views. 10m. Arthur Cohen, who directed and wrote this subject, also appears as the principal actor, a character from Brooklyn who visits Italy and, especially, Rome with camera. Using a shapely Italian signorina as his guide they tour the area with plenty of appeal provided by the sweater clad guide. Having enough, he heads home with a gift for wife, some Italian cooked spaghetti, which she promptly plants on his skull. GOOD. (9347).

**JUST PETS.** RKO—Screenliners. 8m. Different people have different pets, from the usual dog and cat through the parakeet, parrot, deer, bear, skunk, etc. A big industry has grown up to service the pets with all kinds of clothing, food, toys in various forms. The animal hospital, too, has come into being on a widespread

scale with all kinds of apparatus present for the treatment and diagnosis of various ills. The ASPCA is shown in action as well as rescuing a stuck kitten for youngsters. GOOD. (54203).

**THE NERVE OF SOME PEOPLE.** Paramount—Toppers. 10m. A number of people with hazardous occupations or hobbies are seen, including some who prefer to stunt on motorcycles on tight ropes over the Alps, window washers who keep skyscraper glass clean, acrobats who go through their paces atop the Empire State Building blindfolded, auto stunt drivers, the Steeplechase in England, and playing with dynamite the dangerous way. GOOD. (M14-1).

**PORT OF MERCHANTS.** U-I—Variety Views. 10m. The camera records 24 hours in the life of Copenhagen, its markets, its traffic, its romancing youngsters, its statues and palaces, its night life, etc. FAIR. (9348).

### Sports

**CANADIAN STAMPEDE.** RKO—Sportscope. 8m. Every July, Calgary, Canada puts out a welcome mat for all to visit its celebration and exposition, at which time there are parades with Indians and cowboys, square dancing in the streets, and a big rodeo with all the trimmings, including a chuck wagon race. GOOD. (54304).

**WHERE EVERYBODY RIDES.** Paramount—Grantland Rice Sportlights. 10m. The camera goes to Holland to show that everybody rides there instead of walking, but on bicycles rather than cars. Vendors use bikes, as do youngsters to and from school, and special roads and paths are in existence exclusively for their use. A 23-day bicycle race is seen with a lot of excitement. GOOD. (R14-3).



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# ALPHABETICAL GUIDE To 164 Features Reviewed Since The Sept. 8, Issue

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<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>	<b>NOVEMBER</b>
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OBSERVATIONS  
Jan. 1—New Year's Day

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3 Last



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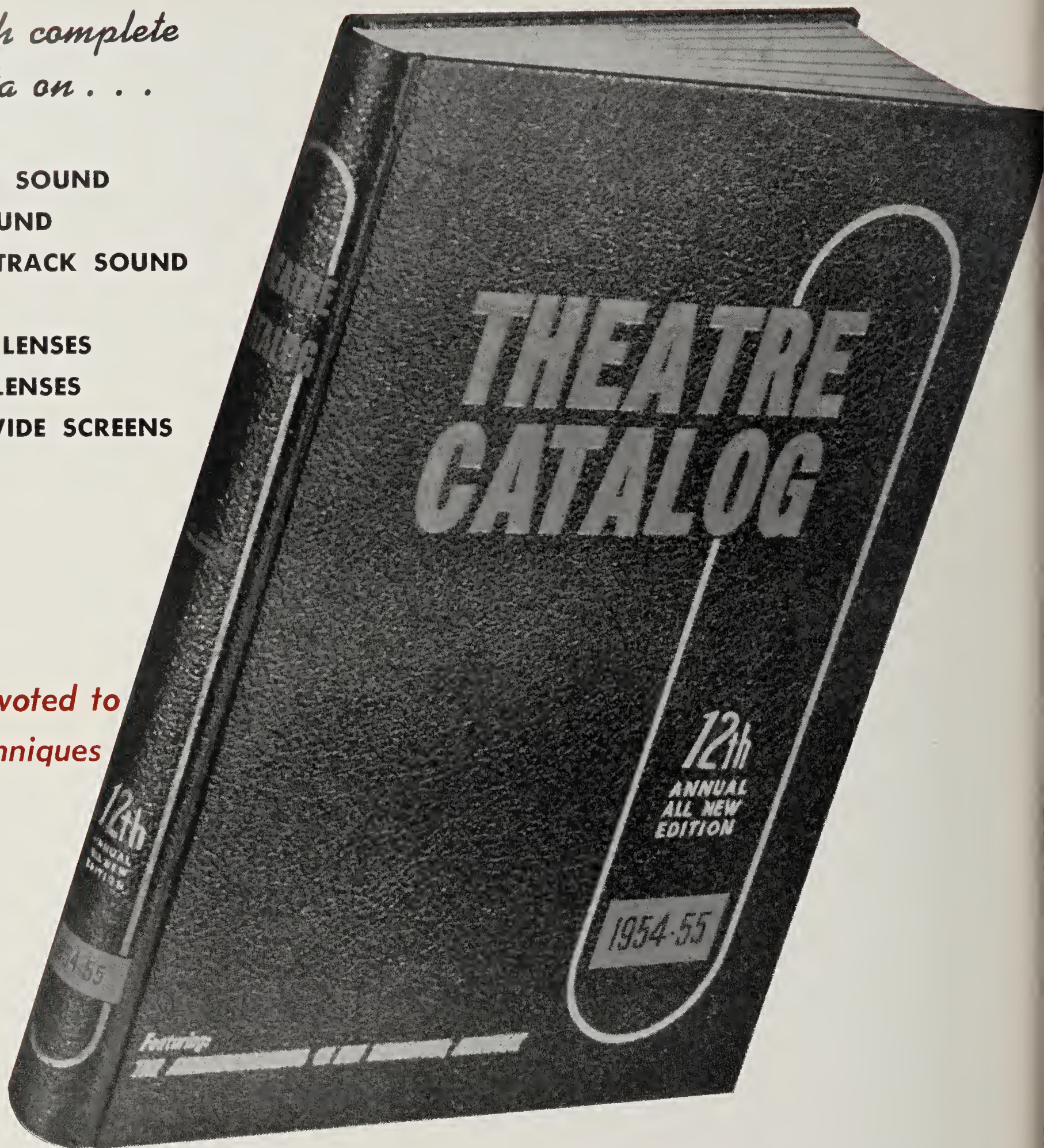
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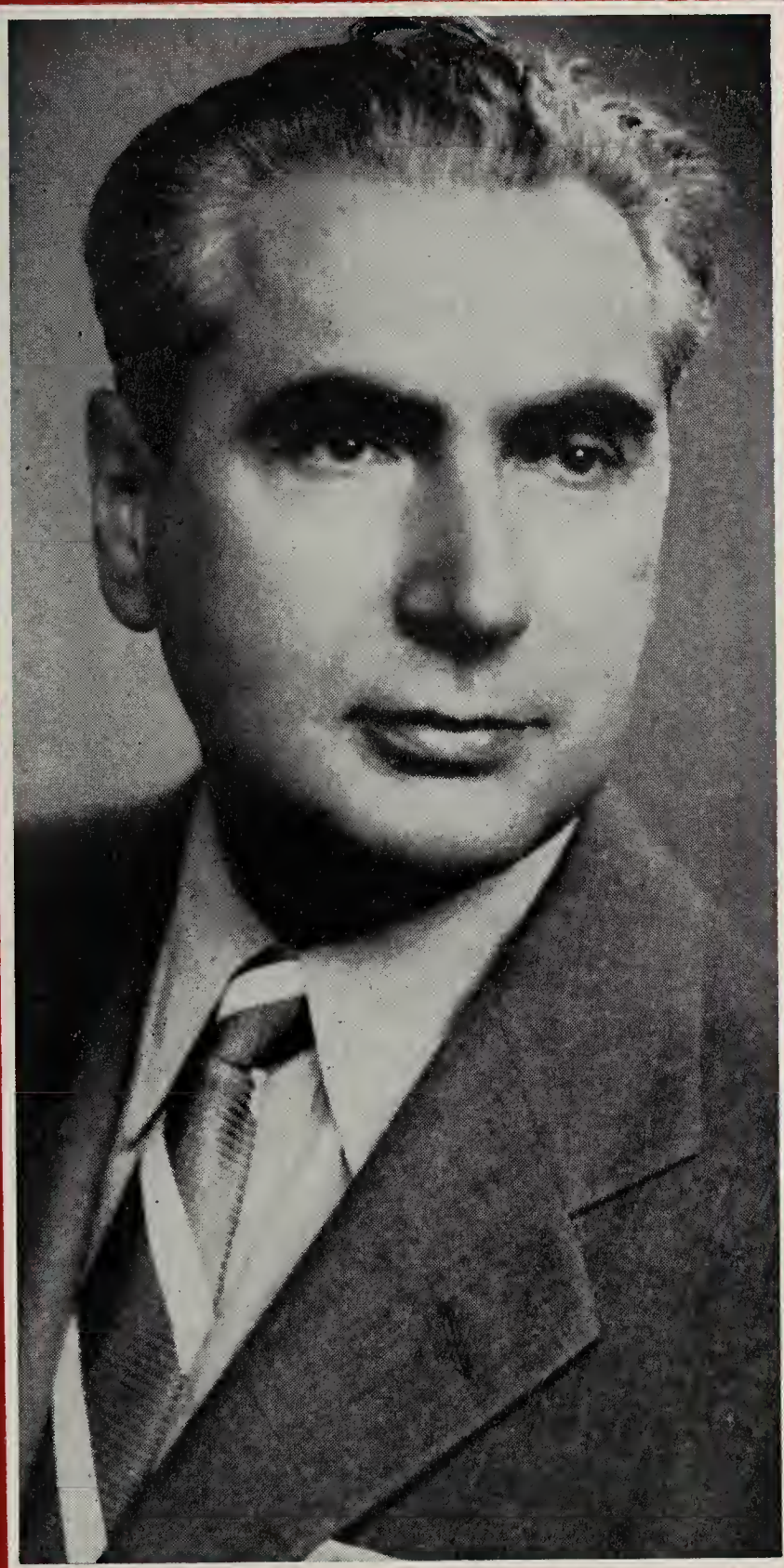


**MOTION PICTURE**

# EXHIBITOR

**JANUARY 5, 1955** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
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## **Skouras Hails Industry Surge**

(page 7)

## **"More Arteries For More Blood"**

(editorial)

AND FEATURING: PHYSICAL THEATRE

Seen is Frank Kassler, president, Continental Distributing, Inc., New York, an independent selective film distributor, who last week, in association with Walter Reade, Jr., explained the company's novel distribution plans which include exhibitor participation.





# START THE NEW YEAR CELEBRATE

**A WEALTH OF  
PRODUCT FOR EVERY  
TYPE OF THEATRE!  
ASK YOUR BRANCH!  
CAPITALIZE ON M-G-M's  
NATIONWIDE PROMOTION!**

**"BAD DAY AT BLACK ROCK" (January)**

(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

**"GREEN FIRE" (January)**

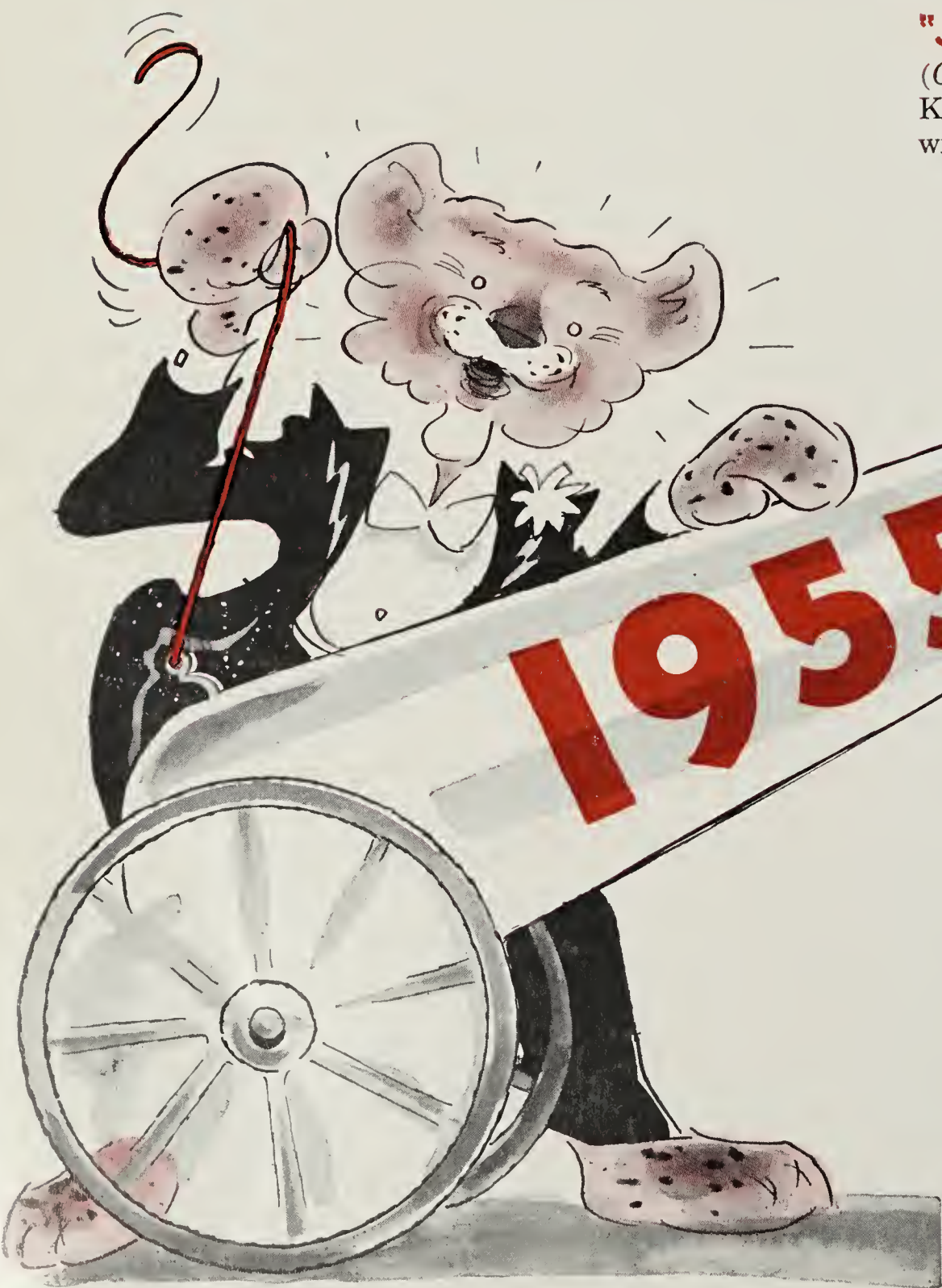
(CinemaScope—Color) • starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

**"MANY RIVERS TO CROSS" (February)**

(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

**"JUPITER'S DARLING" (February)**

(CinemaScope—Color) • starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders with Richard Haydn • William Demarest



Throughout the nation M-G-M's happy box-office celebration is getting under way. Editorials in the trade press acclaim M-G-M's Salute to the theatres. Thank you, Mr. Editor! And thanks to the thousands of showmen who have expressed enthusiasm for M-G-M's Box-office Ballyhoo and who are launching their own local Celebration!



# WITH A ION

## "HIT THE DECK" (March)

(CinemaScope—Color) . starring Jane Powell . Tony Martin . Debbie Reynolds . Walter Pidgeon . Vic Damone . Gene Raymond . Ann Miller . Russ Tamblyn with Kay Armen . J. Carrol Naish . Richard Anderson Jane Darwell

## "INTERRUPTED MELODY" (March)

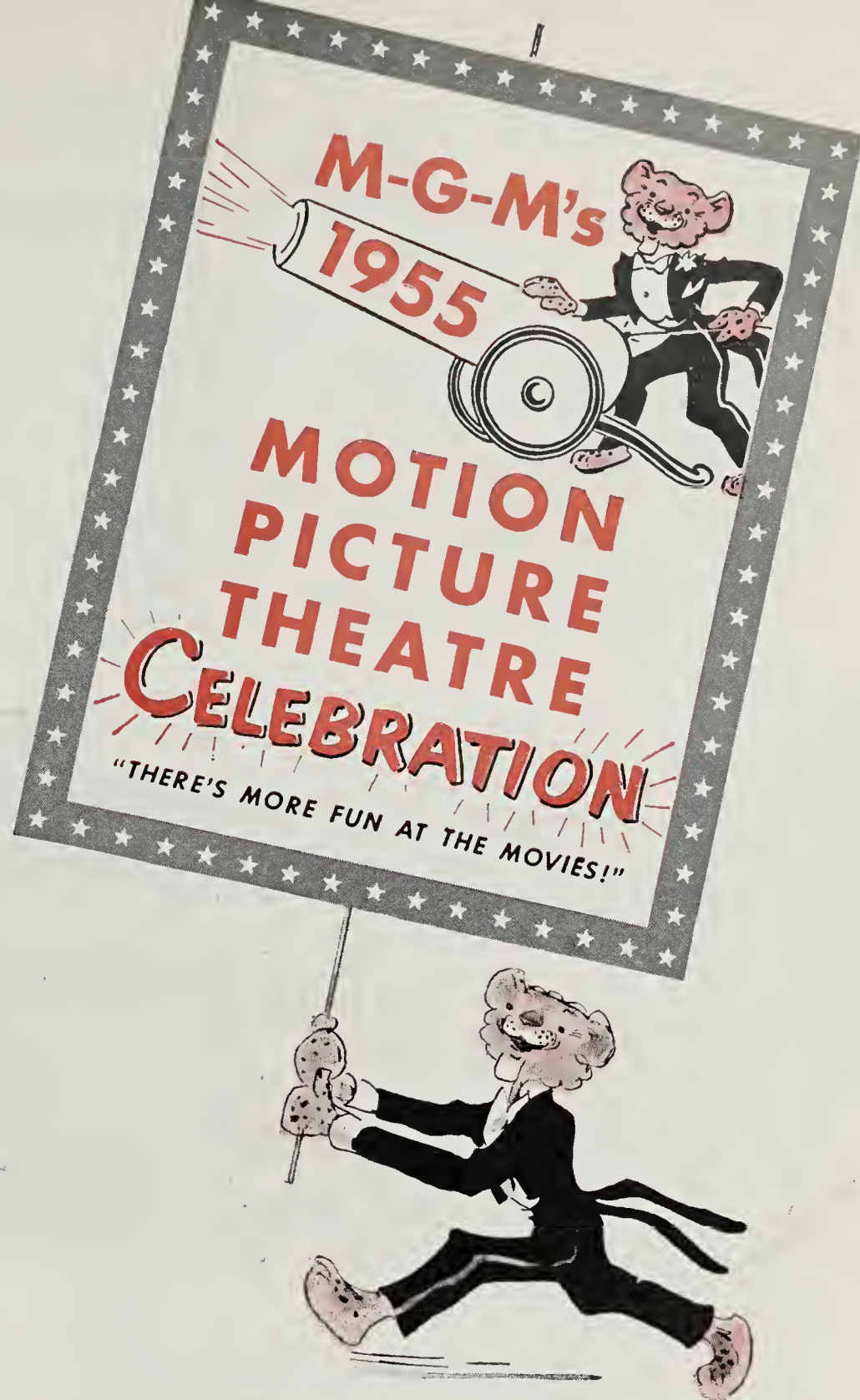
(CinemaScope—Color) . starring Glenn Ford . Eleanor Parker . with Roger Moore . Cecil Kellaway

## "THE GLASS SLIPPER" (April)

(Color) . starring Leslie Caron . Michael Wilding . with Keenan Wynn . Estelle Winwood . Elsa Lanchester Barry Jones

## "BEDEVILLED" (April)

(CinemaScope—Color) . starring Anne Baxter . Steve Forrest . with Simone Renant . Maurice Teynac . Robert Christopher . Joseph Tomelty and Victor Francen



## AND THESE CURRENT PRODUCTIONS!

### "BETRAYED" (Color)

starring Clark Gable . Lana Turner . Victor Mature . co-starring Louis Calhern

### "ROGUE COP"

starring Robert Taylor . Janet Leigh . George Raft . co-starring Steve Forrest . Anne Francis

### "BRIGADOON" (CinemaScope—Color)

starring Gene Kelly . Van Johnson . Cyd Charisse . with Elaine Stewart . Barry Jones . Albert Sharpe

### "ATHENA" (Color)

starring Jane Powell . Edmund Purdom . Debbie Reynolds . Vic Damone . Louis Calhern . with Linda Christian . Evelyn Varden Ray Collins

### "BEAU BRUMMELL" (Color)

starring Stewart Granger . Elizabeth Taylor . Peter Ustinov . with Robert Morley

### "THE LAST TIME I SAW PARIS" (Technicolor)

starring Elizabeth Taylor . Van Johnson . Walter Pidgeon . Donna Reed . with Eva Gabor . Kurt Kasznar

### "CREST OF THE WAVE"

starring Gene Kelly . with John Justin . Bernard Lee . Jeff Richards

### "DEEP IN MY HEART" (Color)

starring Jose Ferrer . Merle Oberon . Helen Traubel . and Guest Stars: Walter Pidgeon . Paul Henreid . Rosemary Clooney . Gene & Fred Kelly . Jane Powell . Vic Damone . Ann Miller . Cyd Charisse Howard Keel . Tony Martin . with Doe Avedon . Tamara Toumanova Paul Stewart . Isobel Elsom . William Olvis . James Mitchell

## AND THESE BIG FUTURE M-G-M ATTRACTIONS COMING!

### "MOONFLEET" (CinemaScope—Color)

starring Stewart Granger . George Sanders . Joan Greenwood . Viveca Lindfors . with Jon Whiteley . Melville Cooper

### "IT'S ALWAYS FAIR WEATHER" (CinemaScope—Color)

starring Gene Kelly . Dan Dailey . Cyd Charisse . Dolores Gray Michael Kidd

### "THE SCARLET COAT" (CinemaScope—Color)

starring Cornel Wilde . Michael Wilding . George Sanders . Anne Francis . with Robert Douglas . John McIntire . and Bobby Driscoll

### "BLACKBOARD JUNGLE"

starring Glenn Ford . Anne Francis . Louis Calhern . Margaret Hayes

### "THE KING'S THIEF" (CinemaScope—Color)

starring Ann Blyth . Edmund Purdom . David Niven . George Sanders with Roger Moore

### "THE MARAUDERS" (Color)

starring Dan Duryea . Jeff Richards . Keenan Wynn . Jarma Lewis

### "LOVE ME OR LEAVE ME" (CinemaScope—Color)

starring Doris Day . James Cagney . Cameron Mitchell . with Robert Keith . Tom Tully . Harry Bellaver

### "THE PRODIGAL" (CinemaScope—Color)

starring Lana Turner . Edmund Purdom . Louis Calhern . with Audrey Dalton . James Mitchell . Neville Brand . Walter Hampden . Taina Elg Francis L. Sullivan . Joseph Wiseman . Sandra Descher

AND MANY MORE BIG ONES INCLUDING THE INDUSTRY'S  
GREATEST LINE-UP OF SHORT SUBJECTS!



# 20th's Best-Seller List!



Prince of Players

**THE RACERS**

**UNTAMED**

A Man Called Peter

DADDY LONG LEGS

The View From Pompey's Head \*

*Katherine* \*\*

SOLDIER OF FORTUNE \*\*\*

Good Morning, Miss Dove \*\*\*\*

LORD VANITY

The Left Hand of God

**THE GUN AND THE CROSS**

THE TALL MEN

A Many-Splendored Thing

The Enchanted Cup

The Greatest Story Ever Told

*The Girl in the Red Velvet Swing*

**TIGRERO!**

**TIDAL WAVE**

THE 4 HOTTEST  
BEST-SELLERS IN  
AMERICA TODAY!

\* NUMBER ONE

\*\* NUMBER TWO

\*\*\* NUMBER THREE

\*\*\*\* NUMBER FOUR

"It's a pleasure to do business with 20th **CINEMASCOPE** Fox!"



# EXHIBITOR



**JANUARY 5, 1955**  
VOLUME 53      NUMBER 10

## MORE ARTERIES FOR MORE BLOOD

THERE IS a great deal of common sense in the TOA decision, as expounded at a recent press interview by President E. D. Martin, Sam Pinanski, and Herman Levy, to only help independent production that will be channeled to exhibition through new or independent distribution outlets. The intent of this restriction is further explained by the added, "or if it in any way reduced that distributors number of releases."

The basic purpose of exhibitors investing in the production of motion pictures is to increase the total available supply. Exhibitors certainly don't believe that they know how to produce entertainment as well or better than their production specializing contemporaries.

Neither do they have any great desire to invest in a facet of this industry that is strange to them. But if they are going to invest their money via Hal Makelim, TOA, Fred Schwartz' DCA, etc., and take their risks, they want to be sure that numerical supplies do increase.

History proves that when independent producers release through a major outlet, the major outlet reduces some of its own effort so that only the same number of releases eventuate. With the features that are the industry's lifeblood at stake, the need is for more arteries delivering increased blood rather than the same arteries, however hardened, delivering the same volume from different sources.

## CAN THE COLOR PRINT QUESTION BE ANSWERED?

IT IS INTERESTING to note that in these days of four or five different sources of color film, as contrasted to only a few years ago when Technicolor was the industry's main acceptable source, there is a claimed shortage of prints that distributors blame on the color laboratories.

While the average demand for color may be greater today, there were certainly more pictures in those former years, so that the volume of color prints shouldn't have increased in proportion to the increased sources of supply.

We were always given to understand that the Technicolor process was a very difficult, slow, and expensive

one that had a definite capacity, even though there was no doubting the excellence of its results. We are just coming to realize how good Technicolor was, if, in the face of more theatres and more features, they were able to satisfy a demand that now can't be satisfied through their efforts amplified by those of three or four other supply sources.

Or, is this reasoning a true analysis of the current situation?

Oddly enough, when queried, the color companies say nothing!

## THE LONG AND SHORT OF IT

A PRINT SITUATION already confused by problems of sound, size, and availability can only be aggravated should Warner Brothers heed those exhibitors asking that they be granted an option of purchasing "A Star Is Born" in either the 184 minute or 154 minute versions.

Certainly, it would be a bad general practice to make such changes after a film has been released in many sectors of the country. The situation should have been remedied long before release date in the Warners' cutting room. However, it was not, and the fact remains that

audience turnover is a vital part of any boxoffice operation.

"A Star Is Born" deserves to play in any theatre if the exhibitor can buy it and make a profit. There will be few better pictures, and we have confidence that the widespread publicity campaign has made the public well aware of its entertainment value. It is this that will draw them to the theatre or keep them away, not the film's running time.

*Jay Emanuel*



# CAN NEWS

(Trade Headlines Of The Issue)

## Deaths

Arthur W. Kelly, 64, former executive vice-president, United Artists, dies in France (page 6).

## Distribution

Columbia reveals an unprecedented series of promotions in its sales force (page 10).

U-I sets a world-wide sales drive honoring Al Daff (page 11).

## Exhibition

United Artists Theatres reveal plans to offer stock with the SEC (page 10).

New Haven manager wins the "Fabian's Fabulous Forty" contest (page 11).

## Financial

Elmer Rhoden, National Theatres president, reports an increase in the company's net income over last year (page 7).

It is predicted that 1954 earnings of Walt Disney Productions will top the previous year (page 11).

## International

The year's end gives rise to some pertinent industry questions in Canada; contributions by the industry to charity are examined; and the Italo-French production pact is labeled a success (page 12).

## Legal

A long session is seen for the Schine contempt trial in Buffalo (page 10).

## Legislative

New York exhibitors hire market analyst Albert Sindlinger to study the effects of the five per cent city amusement tax (page 20).

## Mel Konecoff

Holiday crowds flock to Broadway first-runs; RKO announces plans to herald the underwater premiere of "Underwater!" with underwater billboards; and Vermont ties in winter playground activities with Paramount's "White Christmas" (page 6).

## Organizations

State film censors disclose plans for a meeting, possibly in Virginia (page 7).

Trueman Rembusch, co-chairman, exhibitors committee against toll-TV, warns of the dangers should the medium be approved (page 11).

## Production

20th-Fox announces its releases through April, as does MGM (pages 14 and 15).

## Technical

Spyros P. Skouras, 20th-Fox president, reports on industry prosperity; predicts that Eidophor should bow in 1956; and says that CinemaScope is sweeping Europe (page 7).



Milton R. Rackmil, president, U-I, recently received a testimonial saluting the company's "Sign Of The Pagan" from Mrs. Charlotte Baruth, national chairman, Motion Picture Division, General Federation of Women's Clubs, at a luncheon held at New York City's "21", as Rita Gam, co-starred in the film, looks on approvingly.

# NEW YORK By Mel Konecoff



KONECOFF

THE 10-DAY period encompassing Christmas and New Year's was absolutely fantastic in first run situations on Broadway. The crowds spilled over into the streets or crawled at a snail's pace as they passed lines and more lines at most of the theatres. There was a certain spirit around that seemed to say that there are some pretty good films playing around, and there was a strong determination on the part of the public to see as many as possible.

Standing in line was no deterrent, and what's more important is that after the shows were seen they were enjoyed, according to the reports that we received.

**CALLING ALL FISH:** We've read one of the latest communiques from RKO over several times and we still don't know whether or not it's for real, so we'll let you be the judge. They say that to make sure that Howard Hughes' latest release "Underwater" is properly heralded, they are working as follows:

"Underwater billboards will be placed on the ocean floor off the Atlantic coast advertising the RKO Technicolor production. The signs will be painted on concrete and will feature a likeness of Jane Russell in a Bikini bathing suit.

"RKO is attempting to also buy advertising space on the bottom of all swimming pools in the U. S. in line with their policy of thoroughly exploiting 'Underwater'."

Note: We'll have more to say about this come premiere time Jan. 10th in Silver Springs, Fla.

**OFFICIAL STATEMENT:** From the Governor of Vermont comes a communique to the effect that for tops in screen entertainment see Irving Berlin's "White

(Continued on page 20)

# BROADWAY GROSSES

(As of this Monday)

## New Year Arrives To Business Upsurge

NEW YORK—Business was generally good over the New Year holiday in the Broadway first-runs, with the Radio City Music Hall, the Roxy, Criterion, and Astor leading the parade.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE SILVER CHALICE" (Warners). Paramount claimed \$48,000 for the second week.

"THERE'S NO BUSINESS LIKE SHOW BUSINESS" (20th-Fox). Roxy reported \$59,840 for Friday through Sunday, with the third week anticipated at \$90,000.

"DEEP IN MY HEART" (MGM). Radio City Music Hall, with Christmas stage show, garnered \$128,000 for Thursday through Sunday, with the fourth week sure to exceed \$188,000.

"THE COUNTRY GIRL" (Paramount). Criterion reported a sensational \$69,000 on the third week.

"CARMEN JONES" (20th-Fox). Rivoli announced that the 10th week would tally \$14,000.

"ATHENA" (MGM). Globe was heading toward \$15,000 on the second week.

"GREEN FIRE" (MGM). Mayfair expected the second week to reach \$21,000.

"20,000 LEAGUES UNDER THE SEA" (Buena Vista-Disney). Astor claimed a terrific \$60,000 for the second session.

"A STAR IS BORN" (Warners). Victoria jumped to \$34,000 on the 12th week.

"VERA CRUZ" (UA). Capitol expected the second week to reach \$70,000.

"3 RING CIRCUS" (Paramount). Loew's State was heading toward a \$38,000 second week.

## Shea Motion Denied

NEW YORK—The motion of Shea Enterprises to reargue the court case in which fees due E. C. Grainger were ordered arbitrated was denied last week by Supreme Court Justice Joseph Gavagan.

Grainger's services were terminated by Shea in 1951, at which time he requested arbitration. Shea charged mismanagement against Grainger and contended that Grainger's contract was invalid. Arbitration was deferred but the court recently found the contract valid. Shea's claim that the statute of limitations applied was upheld, however, which limits Grainger's possible recovery to six years.

## Arthur W. Kelly Mourned

NEW YORK—Arthur W. Kelly, 64, former executive vice-president, United Artists, died in Nice, France, last week following surgery. He is survived by his widow, Josephine Kelly.

Kelly had held various positions with United Artists until 1944, then was named vice-president and United States representative of Eagle-Lion Films. In 1946, he was named president, General Motion Picture Corporation. He rejoined UA in 1947 as executive vice-president and held the post until he resigned in 1950 to organize his own television organization.



# Industry Never More Prosperous—Skouras

## 20th-Fox Head Says C'Scope Is Sweeping Europe; Adds That Eidophor Should Bow In '56; 30 From Fox In '55

NEW YORK—Spyros P. Skouras, president, 20th-Fox, returned here last week after a 10-week trip and tour of free Europe to report that CinemaScope was sweeping Europe both with regard to exhibition and production.

As of last week, the U. S. has over 10,500 CinemaScope installations, with 4,000 of these containing stereophonic sound, while Europe at the year's end could account for over 3,000 CinemaScope installations with this figure expected to exceed 7,500 by the end of July.

Production-wise, Skouras estimated that between 50 and 75 features would be produced in 1955 in Europe following meetings with producers, directors, writers, etc., and of that number 20th-Fox has an interest in four or five.

From an exhibition standpoint, theatres are equipping as rapidly as equipment becomes available with even the Rank Circuit, foe of CinemaScope, falling in line so that they may play product in that medium from companies other than 20th-Fox. He reported that exhibitors gave CinemaScope and himself standing ovations, praising the medium highly, but at the same time begging that he keep rental terms reasonable.

Skouras reported that he has never seen the industry more prosperous than it is at present and that of the last 18 features released in CinemaScope in the world market, all are making money, something that has never happened in the history of the company. As a result, he is looking forward to a bigger year in 1955. He estimated that the public liked the improvements in entertainment presentation both as to quality and as to technical advances.

Skouras was in full accord with the opinions expressed by exhibitors everywhere, that there is a need for more product, particularly good ones. He announced that 20th-Fox would release 30 features in 1955, all in CinemaScope, as compared with the 31 released in 1954, of which 17 were in normal 2-D.

1954 will see 20th-Fox pictures grossing \$41,400,000 from abroad with \$65,000,000 grossed domestically. 1953 saw \$38,000,000 grossed abroad while domestically the figure reached \$67,000,000, when 40 films were released as compared to the 31 released in 1954.

Experiments on Eidophor, large-screen theatre television, are still continuing in Switzerland with General Electric scientists. He reported that the final result will emerge in CinemaScope shape. Demonstrations will probably be held for company executives later this year, but theatre installations will not get under way until at least the end of the year. 1956 should see it in use on a wide scale. Skouras added that 20th-Fox will not have anything to do with selling the equipment.

## State Film Censors Mull Meeting Plans

NEW YORK—Dr. Hugh M. Flick, director of the motion picture division of the New York Education Department, the state's film censorship board, is planning for a meeting of state film censors, to be held in January or February, it was disclosed last week.

Dr. Flick stated that communications about the meeting are being sent to state censors, and that it has been suggested that the meeting be held in Virginia. Representatives of the state censorship boards of New York, Pennsylvania, Virginia, Maryland, and Kansas may attend, as may representatives from Massachusetts, which censors films shown on Sunday.

Dr. Flick was unable to state positively that representatives from Ohio would attend, in view of the recent State Supreme Court decision there, which practically destroyed the power of the Ohio board of censorship until new legislation is passed.

Dr. Flick predicted that there would be no change in New York censorship due to the change in the state administration.

Questioned about the possible sale of old product to television, Skouras opined that the film companies should not overlook or hurt the theatres by selling their backlogs to TV until theatres have sufficiently improved their entertainment presentation so that there will be little or no competition from the move.

With regard to toll-TV, here again Skouras felt that theatres should be given every opportunity to remain in business and should be protected. At best, TV sets can provide only mediocre entertainment and the future of the company depends on the prosperity of the theatres.

Skouras reported that experiments are still under way with an eye to improve further the CinemaScope camera lenses, and further demonstrations are scheduled to show these improvements. Presently Darryl F. Zanuck, production head, is producing a training film for the information of producers, directors, writers, cameramen, set designers, etc., to instruct them in the proper use of the CinemaScope lenses.

## Rhoden Sees Rise In '55 Attendance

HOLLYWOOD—Elmer C. Rhoden, president, National Theatres, Inc., reported that the net income of the company for 1954 was \$2,856,850, or \$1.03 a share. This is an increase of 12 cents over the amount paid in 1953.

Rhoden reported that theatre income of \$61,915,000 was \$558,000 more than in the year ended September 1953, due primarily to the decrease in the federal admissions tax last April and to good public acceptance of CinemaScope pictures. He pointed out that these favorable factors overcame the effect of the shortage of pictures and the loss of 33 theatres due to the company's compliance with the government's consent judgment.

Declaring that "a number of excellent pictures will be released during the forthcoming quarter," Rhoden added, "we believe that this outstanding product will bring about a definite step-up in attendance during the second quarter of the current fiscal year."

Reporting that National's management is watching very closely new technical developments, Rhoden cited the company's investment of \$1,000,000 in debentures of Magna Theatres Corporation for the production of Rodgers and Hammerstein's musical, "Oklahoma," in the new Todd-AO big screen process.

## 125 In C'Scope Predicted

NEW YORK—Twentieth Century-Fox, in its regular report to stockholders last week, predicted that 125 CinemaScope films will be released in the United States in 1955.

In addition to the U. S. product using the 20th-Fox process, the report shows that England has 16 pictures in production and others planned; France has three pictures under production and in preparation, while Italy and Spain have more than 15 in production or preparation. The report also shows the successful completion of the third oil well, while the fourth well is now at a depth of 6,600 feet.

## UA Names Foreign Reps

NEW YORK—United Artists' representatives in Colombia and Uruguay were announced last week by Arnold M. Picker, vice-president in charge of foreign distribution. They will be Alvaro Rey in Colombia and Naum Lefcovich in Uruguay. Rey formerly was sales manager for RKO in Colombia, while Lefcovich was previously associated with RKO and Eagle-Lion in Argentina.

## UPA Goes CinemaScope

HOLLYWOOD—All short subjects of United Productions of America in 1955 will be available in CinemaScope as well as in standard media, it was announced last week by the company's president, Stephen Bosustow.

## I N D E X

VOLUME 53, NUMBER 10 JANUARY 5, 1955

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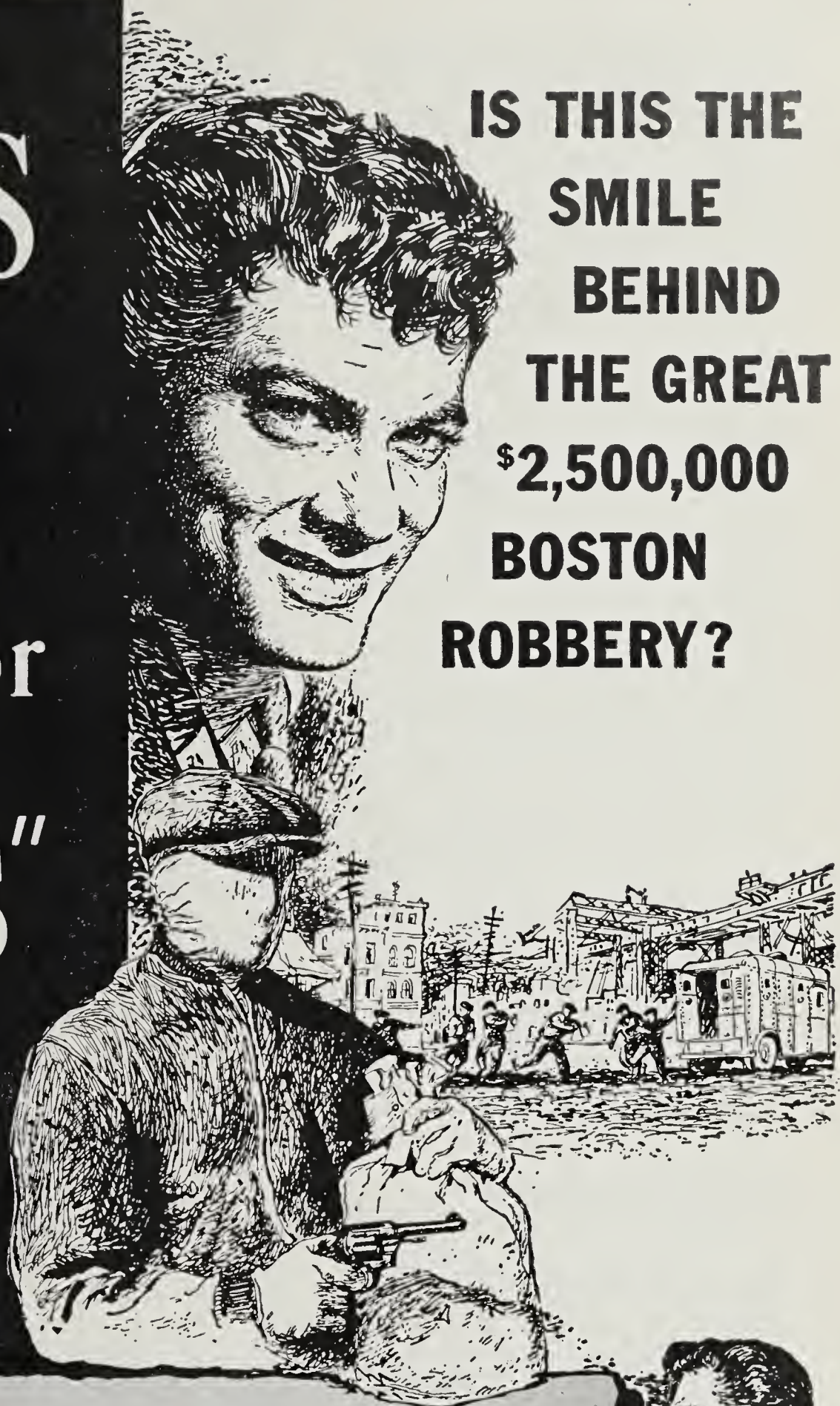
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ENGLAND AREA JANUARY 19



## Montague Announces Columbia Promotions

NEW YORK—In line with its policy of promotion within the ranks, Columbia revealed last week through an announcement by general sales manager A. Montague, an unprecedented number of promotions among its sales force throughout the country, highlighting managerial changes in six of Columbia's domestic branches.

Heading the announcement was the revelation that Wayne Ball, Los Angeles branch manager, has been advanced to the position of division manager for southern California and the Rocky Mountains, with supervision of the Los Angeles, Denver, and Salt Lake City branches. Succeeding Ball as manager, Los Angeles branch, will be Harold Green, currently manager, Salt Lake City.

Montague also announced that Mel Klein, for many years salesman, San Francisco, has been named manager under the supervision of northwestern division manager L. E. Tillman, and that Sam McFadden, salesman, Salt Lake City, has been named manager of that branch, succeeding Green.

Mon Whitcher, salesman, Dallas, has been named manager, under the supervision of southwestern division manager Jack Underwood, and Jerome Safron, salesman, Minneapolis branch, has been named manager, Cleveland exchange, succeeding the late Oscar Ruby. Safron will be under the supervision of mid-eastern division manager Sam Galanty.

Montague also released that John Winberry, for many years a salesman, New Orleans, will be named manager, Houston branch, which the company will establish shortly.

## Dividend Payments Rise

WASHINGTON—The Commerce Department reported cash dividend payments of motion picture companies totaled \$22,747,000 during the first 11 months of 1954, compared with \$18,519,000 for the same period in 1953.

Dividend payments in November amounted to \$2,533,000, compared to \$1,018,000 in November of last year. The increase this year was due to large payments by Columbia, National Theatres and Stanley Warner Theatres.

## Long Session Is Seen For Schine Contempt Trial

BUFFALO—The Justice Department's contempt trial against Schine Chain Theatres, and its executives and other defendants entered the second week of testimony with Mrs. Florence D. Torrey, assistant secretary-treasurer, on the stand.

She testified that Mrs. J. Myer Schine and Mrs. Louis W. Schine, part owners of Hildemart Theatres Corporation, were employed by Schine Chain Theatres, Inc. The two women are the wives of the defendant Schine executives. Payments for Hildemart stock made by the wives, however, did not come from the Schine Chain Theatres, testified Mrs. Torrey.

Judge John Knight adjourned the trial for the Christmas holidays. Attorneys estimate that the trial, which began Dec. 9, will last 10 more weeks.

## Loew's Changes By-Laws

NEW YORK—Directors of Loew's, Inc., last week brought the corporation's by-laws into line with the provisions of the consent decree which ended the government's anti-trust suit.

One important change prohibits any officer, agent, or substantial stockholder of any other distributing corporation from serving Loew's as either officer or director.

The board also amended the by-laws to permit directors who do not receive compensation as officers or employees of the company to be paid on a yearly basis for their services as directors. Officers or employees are not compensated for serving as directors.

## Pine-Thomas To Leave Paramount

HOLLYWOOD—Bill Pine and Bill Thomas are withdrawing their Pine-Thomas production unit from Paramount after the delivery of "Lucy Gallant," they said last fortnight.

Their future distributor has not been announced.

Pine and Thomas have been releasing through Paramount for the last 14 years and have produced 77 pictures which were partially financed by the studio. Under their new policy, Pine and Thomas are currently producing "Lincoln McKeever."

## UA Theatres Plan SEC Stock Offering

NEW YORK—United Artists Theatre Circuit plans to register an offering of stock with the SEC, and also desires the ultimate listing of its common stock on a registered national securities exchange, it was learned last week.

These plans were revealed by President George P. Skouras in the annual statement of the company. They have made it necessary for the company to change its accounting to a more generally accepted practice. Although the company formerly included in its statements its share of the undistributed profits of all companies owned 50 per cent or more, it will now include only those earnings in companies owned 95 per cent or more.

Skouras reported that the company's investment in Magna Theatre Corporation (29.4 per cent owned by UATC), has made satisfactory progress.

The statement also disclosed that the company is working on refinancing its bank loans and thereby improving its working capital position, and noted that new types of equipment have been installed in most of the theatres.

Including the undistributed net profits of partly owned companies, United Artists Theatre Circuit had a net income of \$256,626 for the fiscal year ending Aug. 31, 1954, after deductions for federal income tax, depreciation, interest, and amortization. The net undistributed profits were \$521,171.

Excluding the undistributed net profits of partly owned companies, UATC showed a net loss of \$252,283.

## "Waterfront" Leads Poll

NEW YORK—Top actor and actress in the Film Daily's 1954 "Famous Fives" awards announced last week, were Marlon Brando, for his performance in "On The Waterfront," and Judy Garland, in "A Star Is Born."

Named as best supporting players were Edmund O'Brien in "The Barefoot Contessa" and Thelma Ritter in "Rear Window."

Juvenile awards went to Kim Charney for his performance in "Suddenly," and to Sandy Descher for "The Last Time I Saw Paris."

"On The Waterfront" won an award for Elia Kazan for Best Director, and was also named as the best screen play of the year. This picture also contained the "find" of the year, actress Eva Marie Saint.

"Three Coins In The Fountain" was cited as the best photographed picture of the year.

## N. Y. Critics Name "Waterfront"

NEW YORK—New York film critics last week named Columbia's "On The Waterfront" as the best picture of 1954. The picture also won the award for top director, Elia Kazan, and for top male actor, Marlon Brando.

The reviewers chose Grace Kelly as the best actress, for her performances in "Country Girl" and "Rear Window." The Japanese film "Gate Of Hell" was named the best foreign film.

Awards will be made late in January.



During the recent filming of Warners' "Strange Lady In Town," visitors to the set were, left to right, Jack M. Warner, Dana Andrews, Walter Hampden, Lois Smith, Albert List, chairman of the board, RKO Theatres; director Mervyn LeRoy; Greer Garson; Sol Schwartz, president, RKO Theatres; Cameron Mitchell; James O'Connor, vice-president, RKO Theatres; Jack L. Warner; and William Orr.



## New Haven Manager Wins Fabian Drive

NEW YORK—Irving Hillman, manager, Roger Sherman, New Haven, is the winner of the "Fabian's Fabulous Forty" contest through which the Stanley Warner Corporation celebrated Si Fabian's 40th anniversary in show-business, it was announced last fortnight.

The announcement made by Harry M. Kalmine, vice-president and general manager, Stanley Warner Theatres, said that Hillman's prize included two weeks' vacation in England with Mrs. Hillman. Additional prizes which go to Mrs. Hillman include a mink stole, a diamond studded watch, set of matched luggage, and several years' supply of a number of famous perfumes.

The second national prize, a \$1500 U. S. Bond, was won by William Wyatt, Virginian, Charleston, W. Va., and the third prize, \$1000 U. S. Bond, was won by Frank Costa, Warner, Ridgewood, N. J.

For the best series of promotions, the award was given to Claude Land, Silver, Silver Springs, Md., and the best series of kiddie show activities was won by Jack Harvey, Palace, Danbury, Conn.

The winners of exploitation prizes on individual pictures were Howard Higley, Allen, Cleveland; Dominick Lucente, Broadway, Philadelphia; Henry Rastetter, Warner, Erie, Pa.; James Salmans, Sixth Street, Coschocton, O.; Iz Perlin, Stanley, Camden, N. J.; Sidney Hoffman, Metropolitan, Washington; William Wyatt, Virginian, Charleston, W. Va.; Willard Osborne, Granada, Santa Barbara, Cal.; and Al Plough, Stanley, Philadelphia.

The mink stole to Mrs. Hillman was a gift from Confection Cabinet Corporation, ABC Vending Corporation, and Tri-State Automatic Candy Corporation. The watch was presented by Pepsi-Cola Company; the luggage by Barnet Film Service; and the perfume by Jo-Lo Perfume Company.

## U-I Sets Daff Drive

NEW YORK—With the slogan "Everyone A Winner" and the most powerful product ever set for release in a similar period, 39 Universal-International branches and distributors around the world will compete in the 1955 Daff drive, annual overseas sales push, announced last week by Americo Aboaf, foreign general manager.

Ben M. Cohn, assistant foreign general manager, has been named to serve as captain of the drive, which will run for a 17-week period beginning on Jan. 3 and concluding on April 30.

Latin America and the Philippines will compete in a drive-within-a-drive on J. Arthur Rank productions in addition to the Daff drive.

## Bamberger Nominated

NEW YORK—Leon J. Bamberger was nominated recently for president of the Cinema Stamp Collectors. Other nominees include Jack Levy, first vice-president; Elias Sandberg, second vice-president; Seymour Glassner, third vice-president; Sid Weiner, treasurer; James Harvey, recording secretary; Milton Zucker, corresponding secretary; Herman Seltzer, sergeant-at-arms; and Jack Hoffberg, executive committee chairman.

## Hyman Praises Companies For Pre-Holiday Releases

NEW YORK—The grosses of American Broadcasting-Paramount Theatres have been pushed substantially ahead of the pre-Christmas holiday business done last year, according to vice-president Edward L. Hyman, long time foe of the seasonal release system.

Hyman attributes this increase to the business done by pre-releases one week before Christmas, and contends that this proves that top product will draw no matter what the season of its release.

The film companies that took the unconventional step of releasing their big pictures immediately before the holidays were praised by the AB-PT vice-president for their boldness, which, he said, has paid off.

Although Hyman, long an advocate of an even year round releasing schedule, declined to single out individual companies, it was learned that "Three Ring Circus" in San Francisco and "Young In Heart" in Chicago had opened strong in AB-PT theatres.

## Disney Earnings Increase

NEW YORK—The "Wall Street Journal" last fortnight quoted a company official as expecting earnings of Walt Disney Productions to be close to one dollar a share for the fiscal year ended on Oct. 31, 1954. The same period of 1953 reported earnings of 79 cents.

The contributing factors in the increase include profits from the television program, "Disneyland," a better box office, and revenues from the feature length true-life adventure films, "The Vanishing Prairie" and "The Living Desert."

The Disney organization is also expecting a saving by distributing its product through Buena Vista Distributing Company rather than through RKO, its former releasing agency.

First big releases for Buena Vista are "20,000 Leagues Under The Sea" and "Lady And The Tramp."



Danny Kaye recently received a commemorative medal from United Nations International Children's Emergency Fund honoring him for his world tour during which he filmed a documentary, "Assignment Children," on UNICEF global activities, which will be released by Paramount. Here, Mrs. George Taubman, chairman of the California committee for UNICEF, makes the presentation in the presence of Olga Andre, president, Hollywood Foreign Correspondents, at whose Beverly Hills Hotel luncheon the function was held, and Mrs. Taubman's granddaughter. The Foreign Correspondents gave Kaye a plaque.

## Rembusch Warns Of Toll-TV Danger

NEW YORK—Trueman T. Rembusch, co-chairman, joint committee on toll-TV, said last fortnight that he welcomes examination of the subject by the Senate Judiciary Committee. He says that the toll TV committee will contact members of Senator Kilgore's committee at the proper time.

Branding "the rosy picture painted by toll TV advocates" as inaccurate, Rembusch asserted that toll TV would, if allowed to use the free air waves, "not only destroy free television as we know it, but also the philosophy of broadcasting as we have known it for so many years in this country."

Rembusch pointed out that toll TV could get under way immediately without FCC approval if coaxial cable lines were run into homes as was done in the tele-meter test at Palm Springs.

He claimed that toll TV would, if allowed to use the free air waves, "create a preferred class of listeners and tie up present TV channels at choice hours so that those listeners not wanting to buy or those not having the wherewithall to purchase the licensed decoding device necessary to receive toll-TV programs would have no channel available for free television."

Rembusch went on to say that such a position would destroy the investment in theatres in this country, depress retail sales, and destroy advertising agencies dependent on revenue from free TV.

## Westrex Adds Accounts

NEW YORK—E. S. Gregg, president, Westrex Corporation, announced last fortnight that 13 new motion picture recording and disc license agreements have been completed recently with studios in the United States, Japan, England, Italy, and Hong Kong.

The studios which have installed the latest Westrex recording equipment are Yokohama Cinema Corporation, Yokohama, Japan; Magna Theatre Corporation, New York; Leever-Rich and Company, Limited, London, England; Color Reproduction Company, Hollywood, Cal.; Gr. Cr. Rag. Vincenzo Ciardi, Rome, Italy; Carlos C. Rivas, Hollywood; Beeland-King Productions, Atlanta; Information Productions, Inc., New York; Osaka Sangyo K.K., Osaka, Japan; Langlois Filmusic, Inc., New York; and Asia Pictures Limited, Hong Kong. Burford and Rose Limited, London, England, and Electric and Musical Industries Limited, Hayes, Middlesex, are the new disc recording licensees.

## UA Gross Rises

NEW YORK—United Artists' 1954 gross will be \$43,000,000, more than \$1,000,000 above the previous best estimate, it was revealed last week. The domestic market, the United States and Canada, will account for \$27,000,000, while foreign earnings contribute about \$16,000,000. This is the highest figure in the company's history. Three years ago, before the present management group took control, the gross was \$19,000,000. Management looks for earnings in 1955 to reach \$50,000,000.



# The International Scene . . . . .

## Canada

### Year-End Reflections Give Rise To Queries

TORONTO—As this is written, it is year-end. It is time when exhibitors from coast-to-coast begin to think about what the coming year will bring; Will business be better?

What are the factors? Television in Canada is rising in importance almost weekly with the increasing number of TV stations in the country, both national and private. It is only within the last year and a half that the government allowed private interests to build stations in Canada.

But whatever the expansion of TV in Canada, the country's largest theatre chain, Famous Players, is not to be left behind, as it has interests in two TV stations, one at Quebec City and the other at Kitchener, Ont. It also has plans to enter the pay-as-you see TV through its franchise for Telemeter.

Then there is the rising immigration in Canada, now declining. It has been a considerable factor in the last couple of years. Not only has it provided a base for all motion picture business, but through it, a number of specialty houses have been developed. For instance, in Toronto alone, there are five houses catering to the foreign-language groups.

Immigration, however, is dropping. In October of this year there were 11,526 persons admitted to Canada. This is a drop of 40 per cent below the same month last year. The government is beginning to pay attention to the requests of labor and farmers for a slow-down. There is a fear of a flooded labor market, a market which the country can't afford, according to some claims put forth.

Then there is the problem of the amusement tax. Various exhibitor groups are making attacks on the provincial governments for reductions. In Canada, the provinces have jurisdiction over amusement tax. In Ontario it is called the hospital tax. Campaigns are being prepared in Ontario and in British Columbia, while in Manitoba an onslaught has been made by the Manitoba Motion Picture Theatres Association, and the results are still awaited.

What about business itself? Canadian boxoffice receipts in 1953 were up three per cent, not as high as the rise in 1952 over 1951 of nine per cent. Business in 1954, however, was given a real shot in the arm, exhibitors agree, with the new techniques in film-screens, as predictions are made of a 10 per cent increase in the boxoffice take.

That take, however, has put exhibitors against a wall, they say and said at a convention of the National Committee of Motion Picture Exhibitors. They resolved to sit down around a table and see whether they couldn't have some adjustment with respect to the high rentals being asked by the distributors.



Jane Wyman, star, Paramount's "Lucy Gallant," was hostess recently on the set to J. H. Stodel, left, director, Schlesinger Theatre Organization in South Africa for 42 years, and Mrs. Stodel, and, right, Abe Blumberg, former mayor, Cape Town, and his wife, all of whom show interest.

### Canadian Comment

The contribution theatres in Canada make to charitable causes is quite considerable, as may be gathered from the annual report of the executive secretary of the Motion Picture Theatres Association of Ontario. During 1953-54 there were 175 trailers boosting the sale of Easter seals by the Ontario Society for Crippled Children, 60 for The Salvation Army's Red Shield Campaign, 70 for the Navy League, 28 for the Kinsmen's Illahee Lodge and 70 for the Christmas Seals campaign of the National Sanitarium Association. Every province had those that were connected with the campaigns of governmental and charitable organizations, among them trailers connected with recruiting and fighting forest fires, as well as for provincial drives only. A viewing committee of the Motion Picture Theatres Association of Ontario, headed by Morris Stein, views and approves or disapproves of clips and trailers submitted for showing on members' screens. Other provinces, through regional associations, try to control the type and number of trailers. All laboratories making trailers and all organizations sponsoring trailers were notified to limit them to 90 feet. Each trailer bears some indication that the theatre is a member of the Motion Picture Industry Council of Canada and that the announcement was presented without charge "as a public service."

**CINE CHATTER**—Exhibitors in a number of Ontario communities are watching, with interest, a trend among retail business establishments to increase the number of store hours, particularly by staying open in the evenings. . . . Arch H. Jolley, executive secretary, Motion Picture Theatres Association of Ontario, was re-elected vice-president, Musical Protective Society of Canada, of which Col. John A. Cooper, the founder, is honorary president. Among the directors are Angus MacCunn, Famous Players; Craig P. Hughes, Odeon Theatres; and William Redpath, General Films Ltd. . . . There's a new publication for French-speaking citizens of Toronto, called L'Alliance,

offering exhibitors who play French pictures a new medium of sales. . . . The annual motion picture Christmas party was held in the Admiral Beatty Hotel in St. John with Graydon Matthews, manager, JARO, as chairman. . . . There are now 18 TV stations operating in Canada, with the Canadian Broadcasting Corp. providing a basic service to the affiliated private stations. In the very near future, it is expected that the whole country will be linked by a microwave network. . . . The students at Variety Village presented a program of carols and a dramatic presentation of "A Christmas Carol" by Dickens. This was the boys' theatrical debut. Principal Arthur Robertson feels that this will give the boys more confidence in themselves, and more such theatrical programs are expected. . . . Those eligible among the 1,300 or so employees of Canadian Kodak Company, Ltd., most of them employed in the plant near Toronto, will receive a bonus of \$28.75 for each \$1,000 earned during the five years of 1950-54 inclusive.

—HARRY ALLEN, JR.

## Argentina

In Buenos Aires, the Argentine branch managers of Warners held a sales meeting last week at the Hotel Normandie. Called by Jack Mindis, general manager, the meeting was attended by Antonio Peralta, Rosario; Felipe Ferrando, Cordoba; Oscar Zanotto, Bahia Blanca; Carlos Dlabach, Santa Fe; Castor Lacerca, Mendoza; and Cesar Badessi, Tucuman.

## England

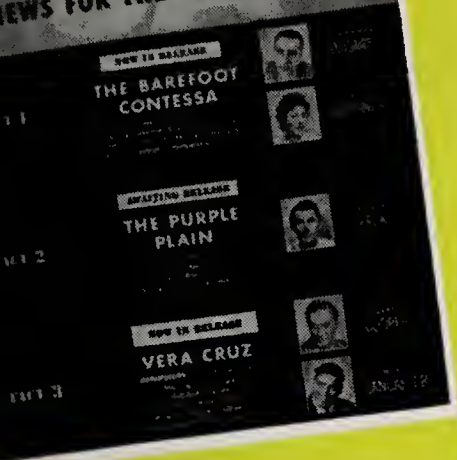
The J. Arthur Rank Organization announced that the first 14 top-budget pictures on its 1955 production schedule at Pinewood and Ealing studios, London, were now in various stages of production. Included in the lineup are Rank's initial two pictures in VistaVision, "Value For Money," in Eastman Color, with John Gregson, Susan Stephen and Diana Dors, and "The Spanish Gardener," based on the novel by A. J. Cronin. Location sites in several parts of the world have been set for a number of the forthcoming productions, which will run the gamut of entertainment from comedy and romance to drama and adventure.

## France

Evidence of the success resulting from five years of Italo-French motion picture collaboration was demonstrated during the ninth meeting of the mixed Italo-French Film Accord Commission at Paris, when the movie-makers of the two countries assembled to discuss co-production and exchange problems. Delegates voted to extend the Italo-French co-production agreement of 1949 until March 31, 1955, while the film exchange accord was renewed until Dec. 31, 1955. The co-production agreement was extended rather than renewed pending Italian government action on the motion picture law. As soon as definite action on the new film law is taken, the Italians and the French will meet again to negotiate for renewal of the pact.



...topping its unprecedented product for '54...  
HAS THE BIGGEST PRODUCTION  
NEWS FOR THE 1955 SEASON



NO. 3  
A SE  
OF

# UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

FACT #7

NOW IN PRODUCTION

## ALEXANDER THE GREAT

in Color, Widescreen  
Starring Richard Burton  
Written, Produced and Directed by  
Robert Rossen



RICHARD  
BURTON

FACT #8

NOW CUTTING

## SUMMERTIME

(Based on the Broadway hit, "The Time of the Cuckoo")  
Color by Technicolor  
Starring Katharine Hepburn • Rossano Brazzi  
Produced by Ilya Lopert • Directed by  
David Lean • A Lopert Films Presentation



KATHARINE  
HEPBURN

FACT #9

NOW CUTTING

## THE NIGHT OF THE HUNTER

Starring Robert Mitchum • Shelley Winters • Lillian Gish  
Based on the best-seller by Davis Grubb  
Produced by Paul Gregory  
Directed by Charles Laughton



ROBERT  
MITCHUM



## 20th-Fox Announces Early '55 Schedule

NEW YORK—With the number of attractions from 20th-Fox in 1955 expected to hit 30, the company last week announced a program of releases between January and April 1955 calling for eight CinemaScope productions, all in color, and two standard films, one in color.

The diversified product line-up will see two CinemaScope productions released each month during the four-month period, augmented in February and March with standard pictures.

The line-up, commencing in January, numbers Otto Preminger's "Carmen Jones," in CinemaScope and color by De Luxe, and "Prince of Players," in CinemaScope and color by De Luxe, produced and directed by Philip Dunne.

February releases are "White Feather," in CinemaScope and print by Technicolor, a Leonard Goldstein presentation, produced by Robert L. Jacks and directed by Robert Webb; "The Racers," in CinemaScope and color by De Luxe, produced by Julian Blaustein and directed by Henry Hathaway; and Panoramic Productions' "A Life In The Balance," a standard picture, produced by Leonard Goldstein and directed by Harry Horner.

March releases are "Untamed," in CinemaScope and color by De Luxe, produced by Bert E. Friedlob and William A. Bacher, and directed by Henry King; "That Lady," in CinemaScope and color by Technicolor, produced by Sy Bartlett and directed by Terence Young; and "Our Girl Friday," a standard release in color, produced by George Minter and directed by Noel Langley.

April releases are "A Man Called Peter," in CinemaScope and color by De Luxe, produced by Samuel G. Engle and directed by Henry Koster, and "Violent Saturday," in CinemaScope and color by Technicolor, produced by Buddy Adler and directed by Robert Fleisher.

Nine new CinemaScope short subjects, all in color, will also be released by the company in this period.

## AA Has Backlog Of 10 Features

HOLLYWOOD—Allied Artists will wind up the current year with a backlog of 10 pictures, it was announced last week.

These films, according to executive producer Walter Mirisch, include "The Warriors," in CinemaScope, starring Errol Flynn, Joanne Dru, and Peter Finch; "The Annapolis Story," starring John Derek, Diana Lynn, and Kevin McCarthy; and "Shotgun," with Sterling Hayden and Yvonne De Carlo starred, each in Technicolor; "The Big Combo," starring Cornel Wilde, Jean Wallace, and Richard Conte, and "God's Angry Man," with Raymond Massey, Debra Paget and Jeffrey Hunter.

The others are "Treasure Of Ruby Hills," starring Zachary Scott and Carole Mathews; "Sweet Charity," starring Conte, Constance Smith, and Bruce Bennett; "Code 3," starring Bill Elliott; "High Society," starring Leo Gorcey and Huntz Hall; and "Murder Is My Beat," with Barbara Payton and Paul Langton.

## Warners Supports Indies

BURBANK, CAL.—Jack L. Warner, executive producer, recently stated that Warners is now financing an industry record number of independent productions, has many more such deals in progress, and stands ready at any time to give careful consideration to others in its effort to supply needed films.

Warners' policy statement was inspired by current exhibitor demands for more product.

"At the present time," Warner stated, "we have 21 top budgeted independent pictures just completed, in production, or in preparation. They represent an investment of many, many millions of dollars, and the talent of the greatest array of the motion picture industry's foremost creative artists ever engaged at one time by one company."

## About People

NEW YORK—Frank Bryan and Louis M. Weber have been elected vice-presidents, Skouras Theatres Corporation, it was announced last week by president Spyros S. Skouras following a meeting of the board of directors. Another new appointee named by Skouras was Irving Palace, comptroller.

Both new vice-presidents will retain their old positions with the Skouras organization, Bryan as treasurer and Weber as attorney, assistant treasurer, and assistant secretary.

NEW YORK—William J. German, president, W. J. German, Inc., has been named chairman, film laboratories committee of the National Conference Drive in observance of Brotherhood Week for 1955, and Irving Lesser, president, Producers Representatives, Inc., and Major Television Productions, Inc., has accepted the post as chairman, television films committee, it was announced last week by John H. Harris, national chairman, amusements division.

HOLLYWOOD—Alfred P. Chamie, AMPP, was elected chairman of the Motion Picture Industry Pension Plan last week, under the plan agreed to last October in which management and labor alternate top office. He succeeds George Flaherty, of IATSE. Other officers unanimously elected by the board of trustees were: Fred F. Meyer, vice-chairman; Herbert Aller, secretary; and Henry Wadsworth, vice-secretary.

NEW YORK—Taylor Mills, assistant to the vice-president, Motion Picture Association of America, won national recognition last week from the American Cancer Society for his role in the preparation and distribution of ACS movie trailers through the last 10 years. A plaque-certificate of appreciation was presented to Mills by Mefford R. Runyon, executive vice-president, Cancer Society, on the Nancy Craig television show over WABC-TV.

NEW YORK—Barney Balaban, Paramount president, was named last week to be chairman of the Brotherhood Week dinner to be held at the Waldorf-Astoria on Jan. 13. The dinner, launching the National Conference's 1955 drive, will honor J. Robert Rubin, permanent chairman of the entertainments division of the National Conference. 152 other executives have accepted posts as sponsors.

NEW YORK—Mort Blumenstock, Warners vice-president in charge of advertising and publicity, last week announced the promotion of Dick Lederer, advertising staff, to copy chief of the department under Gil Golden, advertising manager. Lederer came to Warners in 1950, after serving as copy writer for Columbia.

NEW YORK—Frank Milton, theatre and TV producer, has been named eastern talent head for Distributors' Corporation of America. He will be in charge of east coast casting and selection of literary properties, with special emphasis on the resources of the legitimate theatre.

## This Was The Week When . . . .

RKO Theatres declared a dividend of 20 cents per share. . . . United Artist's "Black Tuesday" enjoyed its premiere at the RKO Palace, New York, on Dec. 31. . . . Columbia completed arrangements with Otto Preminger to produce and direct "The Wheel," based on the life of Ghandi. . . . UA announced distribution of 250,000 discount tickets to New York students for "Romeo and Juliet" to begin on Jan. 10. . . . IFE's "Theodora, Slave Empress" was scheduled to open at the Globe, New York. . . . MGM, in line with its tribute to theatremen, set premieres of "Bad Day at Black Rock" and "Green Fire" in Green Bay, Wis.; added two more Texas towns to the state premiere of "Bad Day"; set a celebration in Denver with a premiere and exhibitor convention; scheduled a general celebration in Kingston, N. Y., for the opening of Walter Reade's new house; and made final plans for the Jan. 26 New Haven world premiere of "Many Rivers To Cross."

The YMCA scheduled "Young At Heart" dances in 10 large cities for New Year's Eve. . . . Pat McGee urged exhibitors to give publicity to new MGM star John Ericson. . . . The National Federation of Music Clubs announced the selection of MGM's "Rhapsody" as the best presentation of serious music in pictures in 1954. . . . Columbia and RKO Theatres set the premiere of "The Long Grey Line" for early February at Keith's, Washington. . . . Sam Katzman announced his Clover Productions for Columbia will consist of 15 pictures. . . . Incom and Thetis Films, both of Italy, received royalty-free licenses to use Perspecta stereophonic sound. . . . Hecht-Lancaster and United Productions completed financing and distribution arrangements for three full length color cartoon features.



# LETTERS TO THE EDITOR

Dear Sir:

Although it sounds trite by now, I want to add my compliments to those you receive daily on the service you have rendered in publishing the section of pictures which have appeared on television.

I wrote you a few comments some months back that I thought might help you pull a few unidentified pictures together. On the current KMTV (Omaha) list of December movies, I note "Blake Of Scotland Yard" with Ralph Byrd is not shown in your list. If you care to make the addition, I understand this is distributed by Unity TV films and is apparently an old Republic serial, edited down to feature size. It is showing on Dec. 22 and the following night is listed "Scrooge," with no cast. This is likewise not shown on your list, but is an old film.

My copies have been dogeared and I wonder if I offer to pay postage, if I could please have you mail me one copy each of the July 7 television listing and one copy also of the Oct. 20 pink section, bringing the earlier section up to date.

I believe I recall reading one time, where complete year volumes of the pink section reviews were available to subscribers at 50 cents a year. Is this correct? Is it possible to get a complete set of these since you started printing them?

A friend of mine has been giving serious consideration to starting a program service and thought if he did, a complete index of all your program reviews would be a very great help, if and when he got orders on older pictures on which he had to "make up something" if the proper mats weren't available.

BEV MAHON  
Holland

Pella, Iowa

*NOTE: Back issues of the pink review section have always been available to subscribers in complete numbered seasons until limited supplies are exhausted. As the above theatre operator was advised, current supplies are from September, 1948 ('48-'49 season) to date, and the charge is 52 cents per season.*

Dear Sir:

Leonard Gordon, president of our association, and I have just completed four sectional meetings in Virginia.

From the comments we heard I would agree wholeheartedly with your lead editorial of Dec. 1 ("Uneasy Lies The Head").

CARLTON DUFFUS  
Executive Secretary  
Virginia Motion Picture  
Theatre Association

Richmond, Va.

Dear Sir:

"Uneasy Lies The Head" is an editorial (12/1/54) that is clever, well written, and to the point.

I hope it gets widespread reading. I'm calling attention of exhibitors to it.

ROBERT C. SPEDICK  
Lincoln

New Haven

Dear Sir:

I want to congratulate you upon your editorial appearing Dec. 1, entitled "Uneasy Lies The Head." This editorial puts into words what I have thought for a long time.

I am the man that very harshly criticized you upon another editorial, which I think you will remember. You wrote me a lengthy letter of explanation, which I appreciate. I was wrong to be so rude, please accept my apology. You have been a theatre owner much longer than I am old. Even though I have been connected with theatres a good many years I have been a theatre owner only since 1950 and have read your publication even a shorter time than that. But I got mine the hard way and it is still coming the hard way. There are many things that I do not understand or know about the motion picture exhibition end and exactly nothing about anything else. Again, I apologize.

I wish you a very merry Christmas and the best of everything.

C. E. CAMPBELL  
Majestic-Ritz-Trail Theatres

Bowie, Tex.

Gentlemen:

My complete 3 years supply of your Servisection pages were destroyed by mistake by our cleaning women.

I am at a loss without them, and, I would appreciate your cooperation, in sending me all the up-to-date, and past Servisections to me. I would appreciate at least a year's supply from Jan. 1, 1954 to the present date.

WILLIAM EMKEY  
General Manager  
Engel Theatres

Berwick, Pa.

## Calderon Heads Azteca

NEW YORK—Ruben A. Calderon has been named president of Azteca Films, Inc., distributors of Spanish language films in the United States and Canada. He succeeds Alberto Salas Porras, who is retiring to private life. Other officers named by Azteca's board of directors are Guillermo Calderon, vice-president, and Gustavo Acosta, secretary-treasurer.



While on the west coast recently Howard Minsky, mideastern division manager, Paramount; Tony Redein, Paramount ad department; Mrs. Minsky; Gordon Lightstone, general manager in Canada for Paramount; Y. Frank Freeman; and Hal Periera, studio art director, visited at Don Hartman's home.

## MGM Sets Eight For Jan.-April Bow

NEW YORK—MGM will release eight pictures during the first four months of 1955, according to tentative plans announced last fortnight by Charles M. Reagan, vice-president and general sales manager. According to the schedule, there will be two pictures released each month, all in Eastman Color and seven in CinemaScope.

Leading off the list in January will be "Bad Day At Black Rock," the Dore Schary production, in CinemaScope, starring Spencer Tracy, Robert Ryan, Anne Francis, Dean Jagger, Walter Brennan, and John Ericson. This will be followed by "Green Fire," in CinemaScope, starring Stewart Granger, Grace Kelly, Paul Douglas, John Ericson, and Mervyn Vye.

For February there will be "Many Rivers To Cross," in CinemaScope, starring Robert Taylor, Eleanor Parker, Victor McLaglen, and Russ Tamblyn; and "Jupiter's Darling," in CinemaScope, starring Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, and William Demarest.

"Hit The Deck" will head the March duo. The CinemaScope musical stars Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, and Russ Tamblyn. The second picture for the month will be "Interrupted Melody," in CinemaScope, starring Glenn Ford, Eleanor Parker, Roger Moore, and Cecil Kellaway.

For April there will be "Glass Slipper" and "Boulevard In Paris," the latter in CinemaScope. Michael Wilding, Leslie Caron, Amanda Blake, Keenan Wynn, and Elsa Lancaster head the cast of "Glass Slipper," while Anne Baxter and Steve Forrest co-star in "Boulevard In Paris."

## Thedford Heads Evergreen

SEATTLE—William H. Thedford has been named president, Evergreen State Amusement Corporation, it was announced last week. For eight years he was assistant to the former president Frank L. Newman. Evergreen is a National Theatres affiliate.

## Johnston A Grandfather

NEW YORK—Eric A. Johnston, president, MPEA, became a grandfather again recently with the birth of a daughter to Mrs. Harriet C. Fix in Spokane, Wash.





John P. Byrne, eastern sales manager, MGM, welcomes a huge crowd to MGM's third ticket selling workshop, held at the Bradford Hotel, Boston.



Mike Simons, conductor of the workshop, and Emery Austin, MGM exploitation head, shake hands with Harry Shaw, Loew's theatre division head, as Floyd Fitzsimmons, MGM press representative (extreme left), Lou Brown, advertising manager, Loew's Poli Theatres, New Haven, and Arthur Canton, eastern field press representative, look on.



Among those attending the Boston workshop were, front row, Loew Circuit, Felix Migliaccio, George T. Ramsdell, Burton J. Perkins, Walter Brooks, Joseph Quattricchi, Ed Haley; rear row, B and Q associates, P. J. Levesque, Morton Katz, A. Eison, Bernard Watts, Richard Allen, Thomas Kilcoyne.

## MOTION PICTURE EXHIBITOR FEATURE

# Learn From Leo

THE HOW-TO-DO-IT-YOURSELF craze currently sweeping the country has hit the industry, and, with the way being pointed out by MGM's exploitation experts, exhibitors are learning that there are more ways to sell a ticket than through a box-office window.

Next week, in Denver, Mike Simons, MGM director of customer relations, and Emery Austin, exploitation manager, will convene the company's latest Ticket Selling Workshop, and on these pages can be seen scenes from the previous two affairs in Boston and Indianapolis.

Pat McGee, well-known Denver exhibitor, is cooperating with MGM in the endeavor, and, as has been the case elsewhere, leading exhibitors representing all types of theatre operations, and top area theatremen will conduct panel discussions.

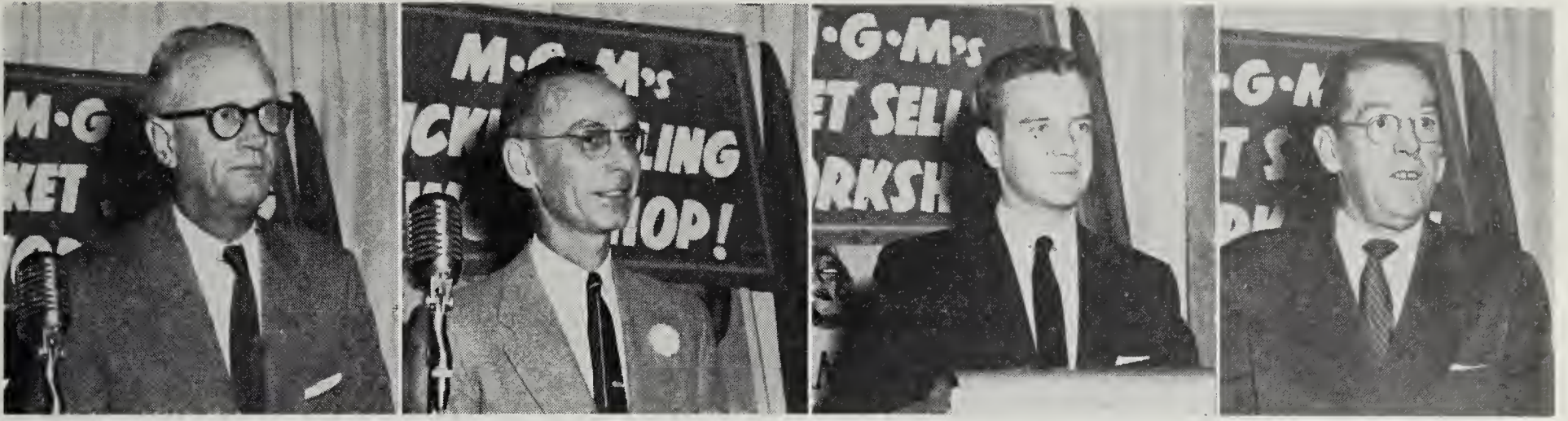
The workshop program is gaining momentum, with 14 definite dates set in exchange centers and other cities where exhibitors can convene with ease. More than 5,000 theatremen and affiliated interests are expected to attend.

In line with MGM's announced 1955 salute to the nation's exhibitors, the workshops are proving an excellent stimulus to the solving of local problems and the pooling of ideas leading to the development of new promotional and exploitation methods. Other dates on Simons' and Austin's calendar for January are Jackson, Miss., and Memphis, Tenn.



Irving J. Clumb, manager, Riverside, Milwaukee, takes over the microphone representing theatre circuit operations.





At the second MGM workshop in Indianapolis, left to right, are Bill Williams, Union, Mo., who served as a panel member and discussed "small town" ticket selling; Wayne Bodkin, advertising manager, Muncie Star,

discussed newspaper advertising; James Buck, promotion manager, WISH-TV, spoke on TV promotion; Foster B. Gauker, Indianapolis manager, MGM, welcomes delegates from Indiana and Kentucky.



Managers and executives of M. Switow and Sons Theatres attending the Indianapolis workshop were George E. Jaeger, Guy A. Roehm, A. J. Kalberer, Curtis Dunn, Earl Payne, Joseph Hedden, Arthur Stanisch, John Phelps and Russel Bronson.



Mrs. Alice N. Gorham, director of ticket sales, United Detroit Theatres, delivers a talk on how to get extra ticket sales at the Boston Workshop.



Exhibitors from small Indiana towns included Lisle Kreighbaum, Times, Rochester; W. T. Studebaker, Logan, Logansport; and Harry and James Kornblum, Rosedale, Evansville.



Emery Austin and his press representative group, Charles Felleman, New York, New Jersey; Floyd Fitzsimmons, Boston, New Haven; Ed Gallner, Philadelphia; and Stephen Pirozzi, Albany, Buffalo.

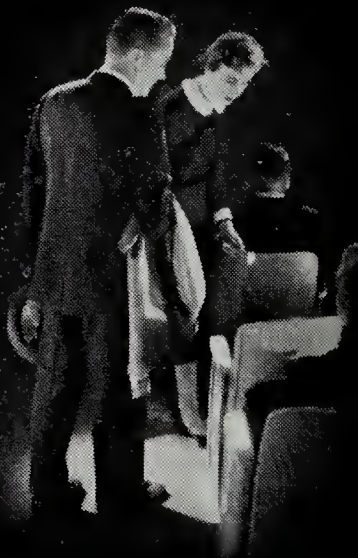


Alliance Circuit managers from Indiana attending included Mr. and Mrs. Gib Ogles, O and C Drive-In, Greencastle; Ray Helm, Roxy, Peru; Howard Tilley, State, Logansport; Ken Fitz, Jefferson; and Marvin Kahn, Fort Wayne.





**The sword**







## that pierces your heart . . . almost

Here make-believe gives tough battle to reality—virtually overcomes it for the duration of the show.

Size has much to do with this conquest. The wide, wide screen fills the eye from full left to full right—concentrates attention. At the same time, a sense of encircling nearness reaches out and engulfs the audience—makes it "one" with the action.

There are problems of production, processing, and projection with this new technic. They are present whether the film presented is black-and-white or color. Many of them have been solved by the motion picture industry with the help of the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

*East Coast Division*  
342 Madison Avenue  
New York 17, N. Y.

*West Coast Division*  
6706 Santa Monica Blvd.  
Hollywood 38, California

*Midwest Division*  
137 North Wabash Avenue  
Chicago 2, Illinois





MGM is getting out a series of accessories to visually promote the "1955 Motion Picture Theatre Celebration," which got underway at the turn of the year. Some of the accessories are herewith shown for the first time

and are, left to right, a giant lobby standee, which can be used in various vantage points in theatres; a special badge for ushers, doormen, and other theatre personnel; and special stamps intended for use on out-going mail.

## In The Newsreels

### IN ALL FIVE:

Cleveland: Browns top Lions for pro football crown.

MOVIETONE NEWS (Vol. 38, No. 2) Augusta, Ga.: President Eisenhower gives first lady picture of grandchildren. Germany: Woman jailed for spying. Algeria: Science harnesses solar energies. Scotland: 28 dead in airliner tragedy. Italy: Pope recovered. Belgium: King opens super road. Japan: Crown Prince is 21. Italy: Clare Booth Luce becomes "Lady Bountiful." Miami, Fla.: South edges North in football.

NEWS OF THE DAY (Vol. XXVI, No. 236) France: Mendes-France wins test vote. North Atlantic and English Channel: Gales imperil ships. Italy: Pope recovered. India: Tito visits Nehru. Los Angeles: Mass adoption. Hollywood, Cal.: Small fry learn safe driving. Lake El Mirage, Cal.: Yachting on sand. Fort Lauderdale, Fla.: East-West aqua tourney.

PARAMOUNT NEWS (No. 39) France: Mendes-France wins test vote. Italy: Pope recovered. North Atlantic and English Channel: Gales imperil ships.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 634) France: Mendes-France wins test vote. England: Orphans escape plane blast. Germany: Woman jailed for spying. Korea: Cardinal Spellman visits servicemen. Bavaria: Tree grows through house. Malaya: Miracle man. Washington: Nelson Rockefeller appointed. Fort Meyers, Fla.: Connie Mack's birthday.

WARNER PATHE NEWS (Vol. 26, No. 41) France: Mendes-France wins test vote. Italy: Pope recovered. India: Tito visits Nehru. Germany: Woman jailed for spying. Israel: New church rises. San Francisco: Pushbutton bed for illness deluxe. Bavaria: Tree grows through house. Australia: "Romeo and Juliet" without Shakespeare in Sydney.

MOVIETONE NEWS (Vol. 38, No. 1) News Review of 1954.

NEWS OF THE DAY (Vol. XXVI, No. 235) Headline events of 1954.

PARAMOUNT NEWS (No. 38) Sports review of 1954.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 633) Germany: Parliament split on

## Venice Festival Set

The 1955 Venice Film Festival will be launched on Aug. 25, according to an announcement by the sub-commission of the International Festival of Motion Picture Art of the Venice Biennial. This decision was reached at a meeting in Rome by the committee, which also decided to limit the number of films that each nation may enter at Venice.

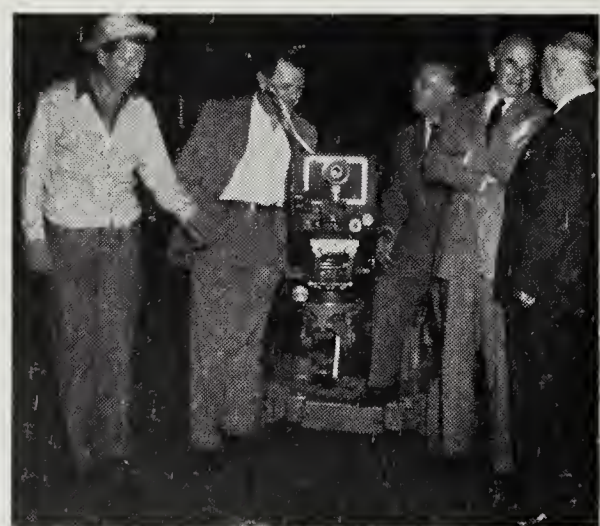
Saar issue. New York: Early birds in aviation honored with monument. San Francisco: Camera obscura. Greece: G.I.'s sight-seeing in Athens. New York: Festive fashions for '55. Spain: Weight lifting exhibition. Los Angeles: Dancing daredevils.

WARNER PATHE NEWS (Vol. 26, No. 40) Major news events of 1954.

## NATIONAL LEGION OF DECENCY

Dec. 30, 1954

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Devil's Harbor" (20th-Fox); "The Long Gray Line" (Columbia); "Three Ring Circus" (Paramount); "Trouble In The Glen" (Republic); UNOBJECTIONABLE FOR ADULTS: "Bad Day At Black Rock" (MGM); "Silver Chalice" (Warners); OBJECTIONABLE IN PART FOR ALL: "Black Tuesday" (UA); "The Other Woman" (20th-Fox).



Samuel Goldwyn and key members of his production staff recently attended a special demonstration of the latest VistaVision processes at the Paramount studio. He is seen with, left to right, Danny Kaye; Joseph Mankiewicz, director; Don Hartman, Paramount executive producer; and Y. Frank Freeman, studio vice-president.

## Sindlinger To Study New York Tax Effect

NEW YORK—New York City exhibitors hired market analyst Albert E. Sindlinger last fortnight to gather statistics on the effect of the city's five per cent amusement tax since its inception on July 1, 1954.

All New York theatres, independent or circuit operated, will be sent questionnaires to help Sindlinger round up statistics. The Sindlinger report will include tax statistics from July 1 to the end of December, a six month period. These figures may be used in preparing briefs and petitions for study by Governor-elect Averill Harriman if the New York City exhibitors seek repeal or amendment of the state enabling act which allows municipalities to enact legislation such as the amusement tax.

Included in Sindlinger's figures will be the first tax payment made by exhibitors to the New York City tax collector in September, a total of about \$900,000, less tax breakage, withheld on court order, of \$150,000. The amusement tax collected by the city for the months of July and August from all sources totaled about \$1,291,950. The Sindlinger report is expected to be made public in early January.

**Konecuff** (Continued from page 6) Christmas," while for tops in winter vacations . . . come to snow-covered Vermont. To emphasize the latter he sends along a make-believe snowball which makes the most wonderful baseball for indoor practice we have seen. You can't possibly break a window with it, and we have tried.

**THE METROPOLITAN SCENE:** More seasonal greetings in from the Si Seadlers, the Playhouse in Scituate Harbor, Mass., Charlie Moss, Jerry Sager, Joe Slevin, Louis De Rochemont Associates, Ben Babb, Charles Einfeld, Hortense Schorr, Harry Mandel, the Leon Roths, the Gene Plsehettes, Hal Sloane, Alan Bader, the Les Sugarman, Mel Gold, the Mort Sunshines, Marathon Newsreel, Figaro Productions, the Jeff Livingstons, Norman Elson, the Herb Steinbergs and from Semon's Brazilian Restaurant where food is so wonderful it's out of this world, especially for Americanos, and where Mr. Semon makes one feel thoroughly at home.



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*

## Huge Beauty Contest To Benefit "Vera Cruz"

NEW YORK—A \$75,000 national contest booming United Artists' "Vera Cruz" in every exchange area of the country has been set with the Exquisite Form Bra company, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

The jumbo competition, which will be backed by an all-media campaign employing co-op ads, radio and TV plugs, full-scale newspaper publicity, store displays, and street bally, will additionally award \$4,000 in United States Savings bonds to theatre exhibitors and managers mounting the best "Vera Cruz" contest promotions.

The contest, which will be held in conjunction with both key engagements and subsequent runs, is pegged to a search for a super-shapely miss who will qualify for the title of "Miss Exquisite Form." Final selections will be made by Gary Cooper and Burt Lancaster, who star in "Vera Cruz."

The grand prize winner will receive a \$10,000 contract for one year of modeling and TV appearances, an expenses-paid trip to Hollywood and a studio audition. The 200 other well-curved finalists will share \$65,000 worth of jewelry, home appliances, vacation trips and other valuable prizes.

To insure maximum support, Exquisite Form has prepared 22,000 special promotional kits for distribution to their dealers in department stores and women's shops from coast-to-coast. Accessories include window streamers, counter cards, co-op ad mats, and prepared publicity for newspaper, radio and TV. The company's 110-man field force will expedite liaison between dealers and theatremen.

Special exhibitor aids provided by United Artists include a "Vera Cruz" contest one-sheet and contest theatre trailer, both free, and an entry blank mat, which is available at National Screen Service.

The 11 manufacturers contributing prizes for the banner promotion will provide newspaper co-op ads, lobby exhibits, and store window and counter displays.

United Artists' field force will hypo the "Miss Exquisite Form" campaign with contest exploitation manuals detailing a step-by-step campaign to assure every exhibitor of maximum benefit in his locality.

## Schine Sells "Circus"

GLOVERSVILLE, N. Y.—The Schine Circuit has supplied its managers with an interesting brochure explaining various possibilities in setting up circus exploitation to promote engagements of Paramount's "Three Ring Circus." Included are contest ideas, unusual newspaper ads and effective tiesups with local merchants.



Through the courtesy of Paul Turnbull, manager, Granada, Hamilton, Ontario, Canada, the Camera Club of Delta Secondary School was recently conducted on a tour through the projection room. John Owens, projectionist, is seen explaining details to two members of the Club. A good will gesture in the line of public relations work, Turnbull thus gained a three-column cut in his local newspaper and photograph and screen credits on the bulletin board at the Delta.

## Book Tieup For "Prince"

NEW YORK—In conjunction with the national release of 20th-Fox's "Prince Of Players" in CinemaScope, a new popular priced edition of the Eleanor Ruggles best-selling book is being issued by W. W. Norton and Company of New York, it was announced by the publishing firm last fortnight.

Publication of the new edition, to sell at \$1.98, will see a full-fledged promotional campaign launched by W. W. Norton directly linked to theatre playdates of the CinemaScope biography of famed actor Edwin Booth.

Originally priced at \$4.50, the new edition of the popular book will carry full credits and film art on the front and back covers, and the publishers' thousands of outlets across the country are being alerted to participate fully in merchandising the book with the picture when it plays in their area.

To facilitate the programming of campaigns, 20th Century-Fox will furnish lists of playdates of the picture to the book publishers and will alert its field exploitation to work fully in setting regional and local activities in order to get maximum results.

## "Giveaways" Plug "Paris"

NEW YORK—Universal-International has launched a four-week participation on seven network "giveaway" radio programs reaching an estimated 219,000,000 listeners to help promote "So This Is Paris." The programs are "Wonderful City," starring Harry Wismer on MBS; "Take A Number," starring Red Benson on MBS; "It Pays To Be Married," starring Jay Stewart on NBC; "Platterbrain," starring Joe King on ABC; "Second Chance," starring Johnny Olson on NBC; "True Or False," starring Tom Moore on MBS; and "Farm Quiz," starring Don Peterson on MBS.

## Windy City Promotion Aids RKO's "Hansel"

CHICAGO—An extraordinary exploitation tieup with a local newspaper for Miachel Myerberg's "Hansel and Gretel" recently resulted in front-page plugs and dominance of the amusement for two weeks preceding the opening of the RKO release at the Loop.

In the biggest promotion for a motion picture in its history, The Chicago Tribune ran a coloring contest for 14 days, beginning with a front-page splash that heralded the theatre's opening date with complete credits for the film.

Every day a four-column cartoon of a scene from the film was centered on the amusement page. Throughout the promotion, a story was carried on the front page concerning the contest cartoon inside.

The contest was open only to children. Daily prizes of 180 "Hansel and Gretel" merchandise items were awarded to those who submitted the best colored cartoons. Two free trips to Hollywood served as grand prizes.

The outstanding promotion job was handled by Ralph Banghart, RKO field man, under the supervision of the RKO exploitation department.

## "Contessa" Record A Hit

NEW YORK—Backed by a jumbo promotion blanketing music dealers and radio and TV stations in every key city of the United States and Canada, "The Song of the Barefoot Contessa" has passed the quarter-million mark in record sales, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists.

The campaign booming "The Song of the Barefoot Contessa," which is being supported in the field by the exploitation staffs of both United Artists and RCA Victor, features a five-week dealer contest that will award the winners expenses-paid cruise vacations to Nassau. Other facets of the promotion include a personal tour for orchestra-leader Hugo Winterhalter and special screenings for disc jockeys and record dealers.

## Radio Boost For "Combo"

HOLLYWOOD—A special television and radio campaign has been set for Allied Artists' "The Big Combo," starring Cornel Wilde, Jean Wallace, and Richard Conte, which goes into national release on Feb. 13.

At the same time, plans are being made for Wilde and Miss Wallace, if their film commitments permit, to make personal appearances with the opening of the picture in all key cities.

The format for the TV and radio campaign, is similar to that which was successfully employed in launching Walter Wanger's "Riot In Cell Block 11" and "The Human Jungle."



# 3472

## THEATRES

### ARE NOW USING

# VIDOSCOPE

## LENSES

• Not another claim do we make! • This one fact proves the merit of Vidoscope lenses more convincingly than anything else we could say. • 3,472 theatres . . . 3,472 testimonials from experienced exhibitors. • These lenses must be good!

## VIDOSCOPE

**PROJECTION LENSES**  
for every projection need!

WALTER FUTTER, 625 MADISON AVE., NEW YORK 22, N. Y.

## Newspapers Helped C'Scope Growth

NEW YORK—A dependable old Hollywood formula, heavy promotion and exploitation, with newspaper advertising as the "backbone," has sold 20th-Fox's CinemaScope to the American public and helped to "revive the movie industry's confidence," according to the Bureau of Advertising, American Newspaper Publishers Association.

The statement accompanied last week's release by the Bureau of a colorful brochure detailing the growth of CinemaScope from a bright idea with lots of promise to a new screen technique which has built a notable success.

Despite its supreme confidence that this was "it," the company had no illusions that success would be automatic. A 20th-Fox advertising man, quoted in the Bureau pamphlet, said as he looked back at CinemaScope's first big promotion project, "Our job was cut out for us. But what a job! Not only did we have an expensive motion picture to sell ('The Robe') but we had to introduce a new product, educate the public to a new type of motion picture screen, make them accept a sight-and-sound revolution that was the biggest thing since the coming of the talkies."

Advertising, the bulk of it in newspapers, was picked to carry the major share of the promotional load. Weeks before "The Robe's" formal premiere in New York, the city's newspapers "carried lavish advertisements" heralding both the new picture and the new photographic technique, the Bureau's story relates. "The Robe" was promoted similarly across the country when it opened in other cities and everywhere the success was phenomenal.

The same formula was applied to subsequent CinemaScope productions, and Spyros Skouras, 20th-Fox head, commenting in the brochure on the many factors behind CinemaScope's success, placed newspaper advertising "at the top of our list."

Charles Einfeld, the company's advertising director, long experienced in movie promotion and exploitation, saw the year's success as a re-emphasis of the power of newspaper advertising.

This strong dependence on newspapers, Einfeld added, is a major factor in the current success of "There's No Business Like Show Business" and the same promotional pattern "will be very much in the picture" as new CinemaScope productions are released.

## Paramount Seniors Honored

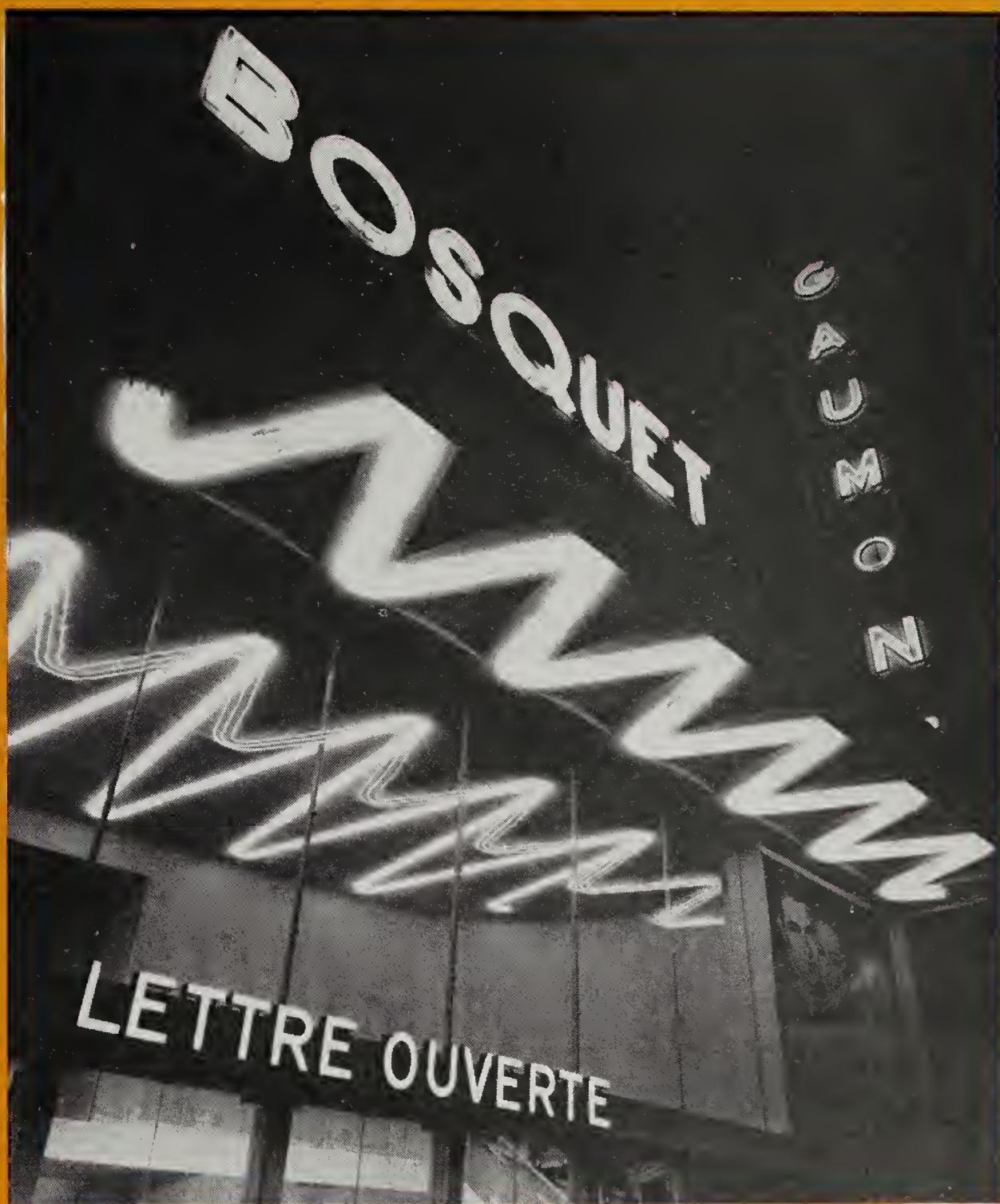
NEW YORK—Fifty-one employees of Paramount were presented with gold watches, service pins, scrolls, and inducted into the Paramount 25-Year Club last week. The ceremonies took place at the home office of the company and were conducted by Barney Balaban, president, and Adolph Zukor, chairman of the board.

## Stork Note

DALLAS—Ben Y. Cammack, RKO's southwestern district manager, and his wife became the parents of a third boy last fortnight. The youngster is named Ned Depinet Cammack.



# PHYSICAL<sup>\*</sup> THEATRE



The Le Bosquet, Paris France, is an attractive 820-seat theatre that reflects the latest French thinking about theatre design. Notice how mirrors are used to highlight and emphasize front lighting.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 10, No. 1

January 5, 1955

<sup>\*</sup>Registered Trademark

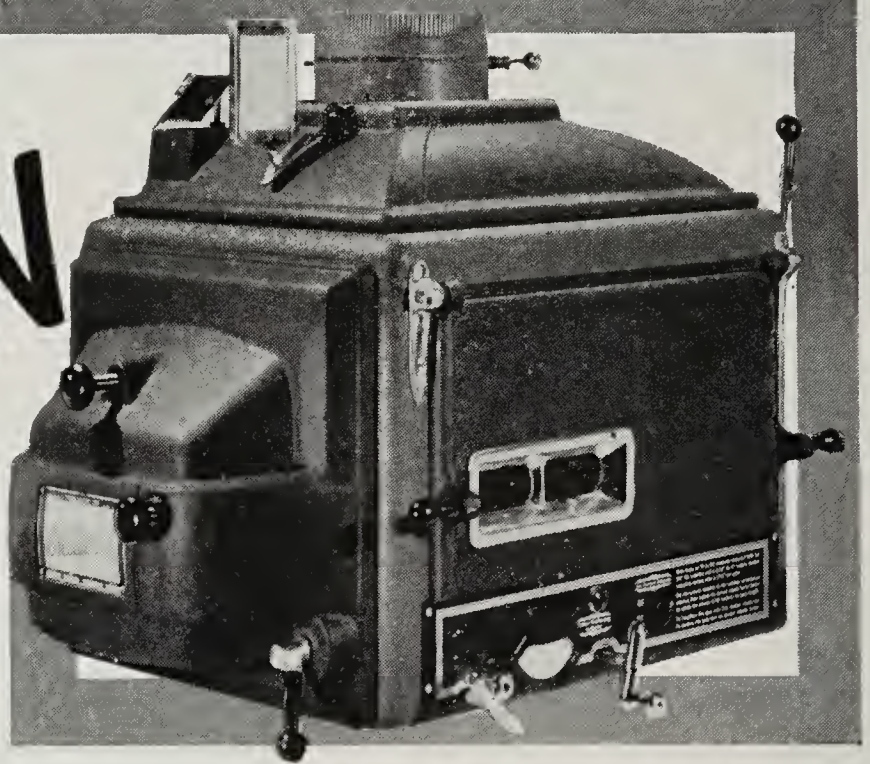
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# GOOD PROJECTION

*... Means  
Better Business*



You can do something about the matter of whether theatregoers patronize you or the theatre down the street.

Don't let old fashioned equipment steal your profits. What good is a theatre with no audience? Old equipment just won't do. Theatres with obsolete equipment cannot compete with those modernly equipped. You can't fool the public,

even though Barnum is reputed to have so claimed. Today's requirements demand equipment that is geared to the times. Things have happened with projection arc design in the last few years. Modern equipment is no relative of extravagance. It pays, doesn't cost. We're sure you'll junk your old projection arc lamps when you see the

## NATIONAL EXCELITE "135"

### PROJECTION ARC LAMP ... the lamp that is readily adaptable to all types of modern screen presentation.

National's Reflect-O-Heat unit permits the great increase in volume of light at the mammoth new screens, without a corresponding increase in heat at the aperture.

The Automatic Crater Positioning Control System insures that both carbons are so fed as to maintain a correct arc gap length and to keep the position of the positive crater at the exact focal point of the reflector. Thus, throughout the presentation, the screen light is always of the same color, without variations from white to either blue or brown. The projectionist is accordingly freed from the necessity of constantly supervising the arc so that he can devote himself to the care

of other technical features of projection which are not on an automatic basis and which require continual attention.

The arc is stabilized by a stream of air which maintains a prescribed system of ventilation of the area surrounding the arc. This air jet prevents the hot tail flame of the arc from reaching the reflector, supplies enough oxygen so that no black soot is produced, and keeps white soot from collecting on the reflector in such quantity as to absorb heat which would cause breakage.

Unit construction permits easy removal of the elements for inspection in servicing.

**NATIONAL**  
**THEATRE SUPPLY**

Division of National • Simplex • Bludworth, Inc.

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION





## LAYING IT

# On The Line

## Letter To A Youngster

We know that you are just five days old and probably still haven't had time to get over the festivities that accompanied your arrival. Although your older brother gave a good deal of his attention to the care and welfare of theatremen, he just did not have enough time to finish the job. So, if you don't mind, we would like to give you a short briefing on a few of the things that still have to be done.

For one thing, although a large number of theatres are already equipped with some of the lenses necessary to show the various wide screen systems, quite a few of the smaller exhibitors still find the prices a bit out of their reach. Fortunately the manufacturers are aware of this situation and you will find them very willing to cooperate in any way so that prices may be brought into line. Proof of this can be found in the recent price reductions announced for the Superscope and Super Panatar lenses.

Another situation which could stand a little investigation is theatre television. We know that it has been pretty hectic what with all the new screens, and lamps, and stereophonic sound, but we have been hearing about such things as the 20th-Fox color Eidophor system and a new RCA large screen television system, and it wouldn't hurt if the theatres were given another audience getter.

Speaking about stereophonic sound, it also wouldn't be a bad idea if you would try to bring a little uniformity to whole subject. It's gotten so that at times an exhibitor has to book his pictures according to the type of sound prints that are available, and the kind of sound system he has been able to install. With bigger, but fewer pictures being made nowadays, this can be quite a handicap, particularly in the drive-ins and smaller theatres.

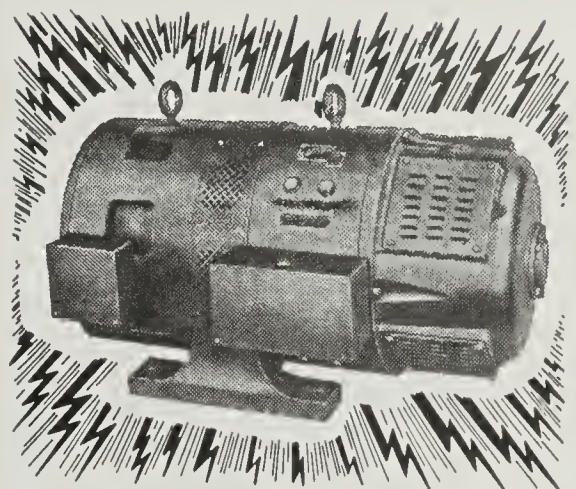
While we are on this subject of equipment and exhibitors we would like to make the same request that we have asked of quite a few of your predecessors—why don't you see to it that ALL exhibitor, manufacturer and dealer organizations hold ONE joint Trade Show? There have been some encouraging steps taken to bring this about. Let's see if you can't be the one to finish the job.

This hardly begins to tell you of all the important things that have to be done. Matters such as improving the recently introduced systems, developing new and more exciting methods of screen presentation, indoor and outdoor theatre construction, etc., etc., but we think that it gives you the general idea.

There is every reason to believe that you are going to develop into a healthy robust year.

We would like to offer our wishes that you be a very happy New Year.

**PHYSICAL THEATRE** • A sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.



**POWER**  
with a **PLUS!**

**ROBIN-ESCO**  
*Super-power*

## MOTOR GENERATORS

A quality product built especially for motion picture projection service.

The model shown above is intended for wide screen service and is available in 60 volts—145 amperes, 80 volts—135 amperes. These units may be operated on a continuous basis at these ratings.

## ROBIN-ARC' 3-Phase Selenium RECTIFIER

### For Wide Screen Projection

A dependable, efficient, uniform D.C. power source. Engineered by pioneers in the motion picture field. Designed specifically for wide screen projection. Immediate Delivery.

### NEW "RO-RO"

#### for single-phase current

A newly patented attachment now permits satisfactory operation of 3-phase rectifiers off single-phase lines. Send for details.

Write, Wire or phone  
for details

Sold through  
independent supply dealers



## J. E. ROBIN, INC.

Motion Picture Equipment Specialists  
267 Rhode Island Avenue  
EAST ORANGE, N. J.

Manufacturers of  
RECTIFIERS • MOTOR-GENERATORS  
SCREENS • PROJECTION LENSES



# *The Most Highly Regarded Sight and Sound Equipment*

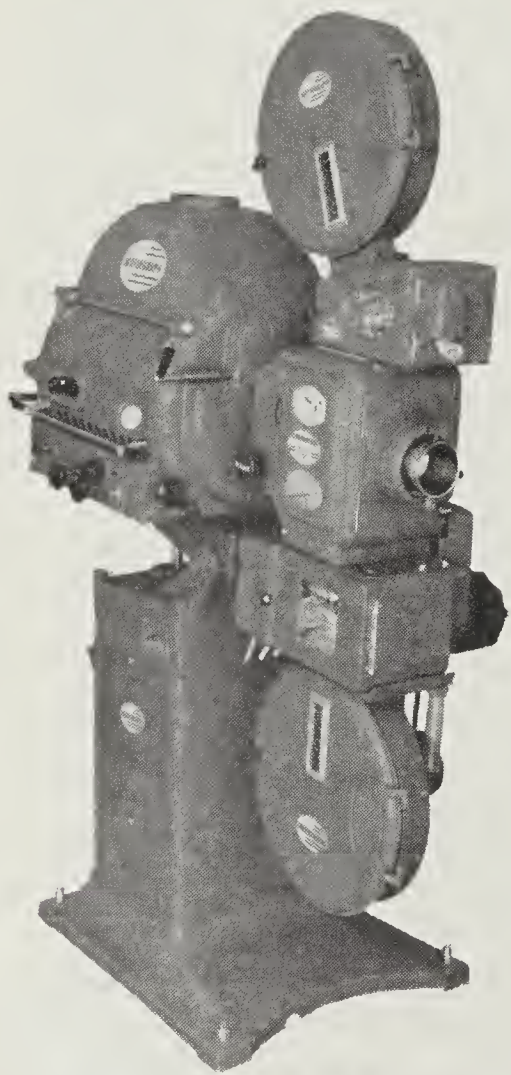
For exhibitors and projectionists who are satisfied only  
with a perfect performance.

You'd expect such fine equipment to be expensive,  
but Motiograph offers it at a down-to-earth price,  
seldom higher than that of ordinary equipment.

MOTIOGRAPH

## **Run CINEMASCOPE and Conventional Prints Without Changing Sprockets, Shoes and Tracks**

### **THE NEW MOTIOGRAPH AAA PROJECTOR**



- ★ Instantaneous interchange of apertures.
- ★ Lens barrel, with no modifications, accepts lenses of all focal length with a small or large diameter. Anamorphic lenses quickly installed without adjustment.
- ★ Double-duty tension shoes, tracks, guide rollers and sprockets need not be changed to run conventional or CinemaScope prints.
- ★ Rollers at top and bottom of aperture prevent side sway.
- ★ Intermittent movement removable from operating side in a matter of seconds.
- ★ A rock-steady, clearly-defined picture.
- ★ Maximum screen illumination without flicker or travel ghost.
- ★ Gears run on lubricated-for-life, double-row ball bearings. Smooth, silent, cool operation. Unbelievable resistance to wear.
- ★ Blower, available for use with high amperage arcs, cools aperture and film.

No other projector affords so many exclusive features. Motiograph projectors have a reputation for lasting practically forever, assuring lowest maintenance cost. For perfection in projection you must have Motiograph—the finest projector in history.

*Your Motiograph dealer will arrange a demonstration  
and explain a liberal financing plan.*

EXPORT DIVISION

(Except Canada)

Frazar & Hansen, Ltd.

301 CLAY STREET

SAN FRANCISCO 11, CALIF.

*Write Today  
for Free Literature*

## **MOTIOGRAPH, Incorporated**

"Since 1896"

4431 WEST LAKE STREET • CHICAGO 24, ILLINOIS





THE PROPER EQUIPMENT AND THE PROPER CLEANING PROCEDURE ARE THE KEYS TO KEEPING THEATRE CARPETS ALWAYS LOOKING THEIR VERY BEST.

## Theatre Floor Covering Will Last Longer And Look Better With

# Proper Carpet Cleaning

**F**ORWARD-LOOKING theatremen recognize two marked advantages in regular systematic cleaning of carpets. Both advantages reflect in the cost and the profit aspects of theatre operation.

First, the appearance of a theatre's furnishings has a definite effect on box-office results. Patrons are favorably impressed with a theatre that can boast of bright, clean carpeting, and prefer it to one that has dingy floor coverings.

Second, good carpet maintenance plays an important part in keeping operating costs down. Routine cleaning removes the dirt and grit that injures carpet's pile and prolongs the handsome appearance and service life of the carpet. The cost of cleaning carpets is, without a doubt, far below that of replacing them.

It is recommended that two men, if possible, handle the carpet cleaning job. One man can operate the vacuum machine and do the hand-shampooing in areas not reached by the scrubbing machine. The other man prepares the solution and operates the scrubber. If only one man is available, he should do the hand-shampooing after the first vacuuming, and before the scrubber.

### The Right Start

All carpeting should be thoroughly vacuumed before shampooing. If dirt or mud is heavily caked in the pile, it should be broken up by brushing vigorously

with a dry, stiff bristle longhandled brush, then removed with the vacuum machine.

Immediately after vacuuming, make a thorough inspection of rugs for fading, dry rot, stains or moth damage. Irregularities of any kind should be noted before shampooing.

There are three basic tests commonly used to determine the effect of certain shampoos on colors. (1) Rub a damp towel over the carpet. On a majority of materials you will find this test sufficient and colors unaffected; in which case you will be perfectly safe in using a quality shampoo preparation. (2) If the first tests runs the colors, use a weak ammonia test solution—26 degrees. If colors are unaffected a very mild alkaline solution may be used (3) If colors run in the ammonia test use a 28 per cent acetic acid solution. If the colors hold fast, a synthetic detergent, with or without added sour, should be used.

**Determine Pile Direction**—This is done

## PHYSICAL THEATRE

Vol. 10, No. 1

January 5, 1955

by rubbing the pile with the fingertips. It is important because the machine, in completing each lap, should lay the pile rather than raise it. To achieve this, you must operate the machine against the pile, starting at the left corner and moving across to the right. Then, on returning from right to left to complete a lap, and because the brush revolves counter-clockwise, the forward edge of the brush will lay the pile properly.

### Shampooing

For highly concentrated products add one part shampoo to 16 parts of lukewarm water. On this basis, one gallon of solution will shampoo about 80 to 100 square feet, depending on pile depth. These figures are for hard-water areas. In water with average softness mix one part shampoo to 20 parts of water, and in soft water the ratio is one to 24.

In shampooing carpeting, it is important that you work in the proper direction in reference to the pile, as previously mentioned. Select the proper "starting" left corner by facing in the direction whereby the pile lies from your right to your left. Remember, the brush rotates counter-clockwise, so raising or lowering the handle moves the machine to the right or left. Open windows a few inches top and bottom when starting to shampoo; be sure the theatre is well ventilated until carpeting has dried.





When shampooing your carpets you (1) vacuum thoroughly. If dirt or mud is heavily caked in the pile, it should be broken by brushing it. Then (2)



ties of any kind should be noted before shampooing is started. Next, (3) determine the pile direction by rubbing with your fingertips. It is important that the shampooing machine should lay pile, not raise it for best results.



**Streak-free Method**—With a little practice you will be able to do an even streak-free job. Correctly operated, the scrubber will contact the pile four times. In shampooing the first strip or top edge of the carpet, hold the machine so that it hugs the top, assuring that you are shampooing the pile to the very edge. Low spots due to tacking can be reached by further raising the handle. Turn on the solution and hold the scrubber until the foam is thoroughly worked into the carpet. Now move the scrubber to the right over a path parallel to the edge of the rug. Turn off the solution when the scrubber is approximately 18 inches from the right edge of the carpet. The solution already released will flow down into the brush to complete the pass. For the return pass, return the scrubber over the same path from right to left edge of the carpet with the solution turned off. Now repeat the procedure outlined to insure thorough cleaning of the top edge. Then lower the scrubber one full lap and proceed with solution three.

On all subsequent laps, lower the scrubber one full lap at the left edge of the carpet for the next solution pass and raise the scrubber three-quarters of a lap at the right edge for the next return pass.

**Cleaning Aisles**—Since most aisles are too narrow to permit scrubbing on a plane from the lobby to the screen, it is necessary to make shorter passes, from one side of the aisle to the other. Such scrubbing often does not permit the operation of the scrubber in the correct relation to

the direction of the pile. In such cases good results may be obtained by laying the pile while wet-vacuuming after scrubbing.

Immediately upon completion of shampooing with the scrubber, the pile should be brushed two ways; first up and then down. This can be done with a long-handled pile-laying brush, or with the



Most theatre aisles are too narrow to permit a proper pass with the machine. Since shorter passes must be used, it is necessary to take care.

vacuum machine's brush attachment. This reduces drying time considerably. If possible, avoid walking on the carpet until it is dry three to six hours.

It is important to vacuum the carpet

carefully after it dries in order to remove sand and grit loosened by the scrubber and shampoo solution. Frequent vacuumings for seven to 10 days following shampooing will enhance the carpet's appearance.

### Hints and Precautions

Shampooing under radiators in corners, and other areas that cannot be reached by the machine should be done first with a small hand brush. Particular attention should be given these areas because they are usually the dirtiest. Dip the brush in a pail containing shampoo solution and brush with a circular motion. When finished throw away this solution; do not use it in the scrubber tank.

Extreme caution is required when shampooing twist weave pile surfaces in order not to remove the twists. Dilute the shampoo solution one part concentrate to eight parts of moderately warm water. Operate machine on a separate piece of carpet until the brush is thoroughly lubricated with foam, then work on the twist weave surface, passing over the surface rapidly. A worn brush or one with a softer fiber fill is recommended for use on twist weave carpets.

Sand and dirt in a carpet cuts the pile, causing a lint which very often goes unnoticed until the vacuum or scrubber dislodges it. When excessive lint is encountered, clean the filters and brushes frequently.

When possible it is best to remove  
(Continued on page PT-15)



Then you (4) attach the brush to the rotator, and (5) then mix the solution properly. One gallon of solution should shampoo 80 to 100 square feet, depending on the pile depth. This is for hard water areas. In water with



average softness, mix one part shampoo to 20 parts water. Finally (6) adjust your machine with the wheel carriage lowered until the brush is well lubricated with foam. After a careful check you are ready to begin.





# WHY *Strong* LAMPS

## are different

The exacting high standards of screen illumination required for good presentation of the new projection techniques have been realized with the development of Strong's Lightronic crater-positioning system.

### IT'S EXCLUSIVE WITH STRONG

It automatically maintains the correct arc gap length and the position of the positive arc crater at the EXACT focal point of the reflector.

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This award winning mural by Doris Hall is an example of the striking results that can be gotten with porcelain enamel when used as a decorating tool. It can be used in many places.

## Combining Strength And Beauty Theatres Should Investigate

# Decorating With Porcelain Enamel

**I**T is essential that your theatre present a handsome, attractive appearance if you are to retain the goodwill of your patrons and give them the all-important feeling of "being out" for the evening. However, with maintenance costs continually rising, the task of keeping theatres at a high point of attractiveness is becoming more and more of a problem.

For this reason, an increasingly large number of theatre operators are turning to new types of materials which will combine the features of durability, economy, beauty and low maintenance cost. Such a material is porcelain enamel. Until very recently, most people thought of porcelain enamel in terms of bathtubs and gas stations. However, modern architectural progress and intensive research have transformed porcelain enamel into a variety of uses never before contemplated, many of which can be profitably put into practice in your theatre.

### Delicate And Strong

Porcelain is both delicate and strong—delicate enough to hold and capture forever every color in the spectrum—strong enough to stand up against the harshest treatment. Manufactured by several leading companies, it is now recognized as a prime building material, adaptable to almost every type of construction. Here are some of the uses to which it has been put: porcelain spandrels; coping; wall, roofing, and acoustical panels; murals; cement block facings; fire places; window stools and sills—even church steeples.

Priced competitively with other building materials, porcelain enamel is available in an unlimited selection of colors. It can be used in your theatre, for

By Archer Trench

Porcelain Enamel Products Corp.

example, to redecorate your lobby even to the point of including strikingly designed murals "painted" by the manufacturer's ceramic artist. Actually, the glass colors used for the murals are smelted and fused to the steel core, thus guaranteeing an extremely durable finish.

Even the railings in your lobby can be constructed of muralized porcelain enamel. Instead of the usual brass railings, many theatre operators have added a festive cheerful note to their lobbies with gaily decorated porcelain enamel railings. Unlike brass which tarnishes easily, porcelain enamel will retain the brightness of its colors permanently. It needs no polishing agent, either. A damp cloth rubbed along its surface is all that is necessary to keep it clean and new looking, no matter how many hands brush up against it.

### Wall Covering

One of the most important advances in the use of porcelain enamel as a wall covering is a product called Veos, which has been developed by the Porcelain Enamel Products Corporation of Rehoboth, Mass. Ordinarily when interior walls are to be renovated, elaborate and costly wall preparations are required. It is often necessary to replaster old walls or install special wood furring strips. When clay tile products are used, the old walls must be torn out, exposing the wood studding, and metal lathes installed to hold the required wet cement bed.

### New Technique

Veos presents an entirely new and

ingenious technique. Borrowing the standard modular idea of ceramic clay tile, Veos is manufactured in a complete range of rectangular shapes. Each unit is a small flange metal pan, with a ceramic porcelain finish. These shapes are manufactured in two standard modules, four and one-half inches and eight and one-fourth inches. The secret of the installation is a patented, grooved backing board, which is nailed up over the existing wall. The grooves of this packing board are in a rectangular grid pattern and are deep enough to accept the flanges of the Veos shape. These grooves provide quick precise installation, with alignment automatically controlled by the grid pattern. The Veos shapes are held in place with a specially compounded adhesive, and the intersections are filled with a white grouting cement.

This unique Veos installation method has particular significance for the theatre owner. Since the backing board provides a one-half inch of standard thermal and acoustical insulation, it improves the acoustical properties of the theatre and contributes a year-round saving, by reducing the load on the heating and air conditioning equipment. The savings to the theatre owner in costly wall preparations are obvious.

Veos offers the theatre manager a choice of two sizes and a wide variety of colors, as well as custom-decorated effects. The four and one-half inch module is the traditional size and is particularly well suited in cases where a regular tile effect is desired. The new large eight and one-fourth inch size has been developed at the request of architects and theatre managers who desire a more modern, bolder appearance.



### Sizes Available

In the four and one-half inch module, tiles are available from one and one-half inches square to strips one and one-half inches by six inches. An interesting use of the one and one-half inches by six inches size was obtained in an Albany theatre, where the manager, who catered primarily to a youthful audience, had his candy stand tiled in peppermint stick colors. This was done with alternating stripes of white and red. The novel design and the immaculate appearance of the stand demanded the attention of patrons. The result was a significant upturn in the sale of refreshments.

The strength and toughness of porcelain enamel is especially important to you as an exhibitor. Since it is a public place, your theatre is subjected continually to wear and tear by hundreds of thousands of people. However, the porcelain surface will retain its luster and newness no matter how roughly it is treated. It is also immune to most types of vandalism. Kicks and scuffs wipe off easily, as do lipstick and crayon smudges. A heavy club smashed against a wall tile will only dent, not shatter, the tile, which can be easily replaced. A sharp knife will not scratch its surface.

### Colors

Most of your theatre is in subdued, dim light. The use of color, therefore, in the lighted sections is vital in establishing the theatre's personality and character. Porcelain can be made in virtually every color of the spectrum, thus allow-

ing your decorator to give full range to his imagination in beautifying your theatre.

Restrooms, for example, used to be tiled in sharp white, a color more appropriate for hospitals. However, it has been shown that the public is pleased with more striking combinations of colors. You'll be making a big hit with your patrons by styling their restrooms in pleasing hues and modern contrasting colors. You can further highlight the decor of your restrooms with colorful porcelain bathroom accessories. These fittings are mounted flush with the tiled area, yet fasten directly to the underwall structure. They are designed to become an integral part of the wall in appearance as well as strength.

If your decorator wishes your lobby and

lounge refinished, he can choose from a full range of porcelain colors to create any impression desired—exuberance, perhaps, in the lobby, with bold gay colors. For the lounge decor, you might wish to suggest a restful dignity by using soft tones and muted colors as the basis for your design.

Even if you are contemplating only a limited amount of remodeling within your theatre, porcelain enamel can be of use to you. The versatility of color, size and shape of porcelain enable it to work easily into virtually any type of color scheme. Its unique durability, and its ability to withstand the continual wear and tear of all kinds of weather and the heavy traffic of theatre clientele, make it particularly appropriate for use in motion picture theatres.

## Closed Circuit TV Big Business

NEW YORK—"Closed circuit television has come of age in the past 12 months as a potent selling tool for American industry," William P. Rosensohn, newly elected president of Box Office Television, Inc., said in a year end report to company stockholders.

In reviewing the company activities for 1954, Rosensohn reported an average of one closed circuit coast-to-coast meeting per month for a top rated industrial concern with a total gross volume of close to one million dollars.

The dozen closed circuit programs carried via BOTV's facilities were witnessed

by over 300,000 people. In one instance, a two hour program produced for Ford, 35,000 people viewed the telecast, the largest audience ever to be joined together by large screen closed circuit video, it was claimed.

For the coming year, Rosensohn expects his company to double the number of closed circuit TV business meetings and conventions to a total of 50 with an increased income of \$2,500,000.

In the field of technical advances, Rosensohn told his stockholders that the coming year should see the beginnings of widespread use of color TV in the closed circuit field. Also, his research department is experimenting with the possibilities of a type of TV similar to CinemaScope.

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# NEW PRODUCTS

... that have theatre interest



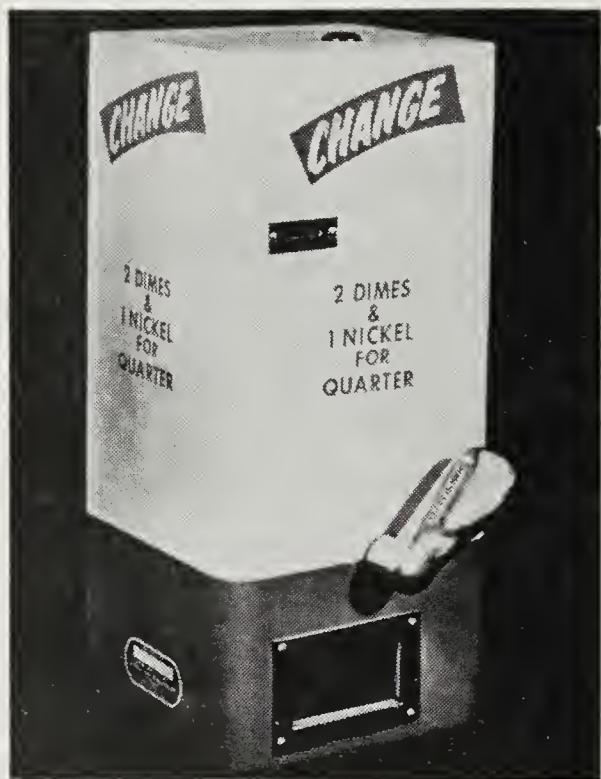
## Automatic Change-Maker

Continental Coin Devices, Inc., recently announced the development of a new automatic change-maker which offers an efficient and economical answer to the request for change by indoor and outdoor theatre patrons.

A compact unit, the Change-Maker may be easily mounted on a stand, the wall or simply placed on the counter, it is claimed. Locations now using the device report a savings in employe time as well as an increase in good-will of the customers who appreciate this service.

Mechanically operated, the unit requires no electrical connections. It is said to be simple to operate and includes such features as a slug rejector, reinforced lock and heavy duty cabinet.

The Change-Maker is currently available in three models offering two dimes and a nickel for a quarter, five nickels for a quarter, and five pennies for a nickel. All models are said to provide room for a large capacity of coins, thus requiring infrequent loadings.



This compact change-making device can be used in drive-ins and conventional theatres. It is a handy extra service which patrons find useful.

## Surface Coating

Wind, rain and sun's heat that leak through a deteriorated brick rear wall to threaten the structure of an old theatre building can be sealed out by an attractive new surface coating based on Vinylite resins and produced by Surface Engineering Company, Inc.

Bridging cracks and forming an unbroken surface, this coating is said to be flexible, durable, and elastic enough to withstand structural strains without rupturing.

Vinylite resins also make this easily washed masonry coating resistant to moisture, mould, mildew and industrial



The exterior walls of old theatre buildings can be protected from the elements by using this new surface coating which is based on Vinylite resins.

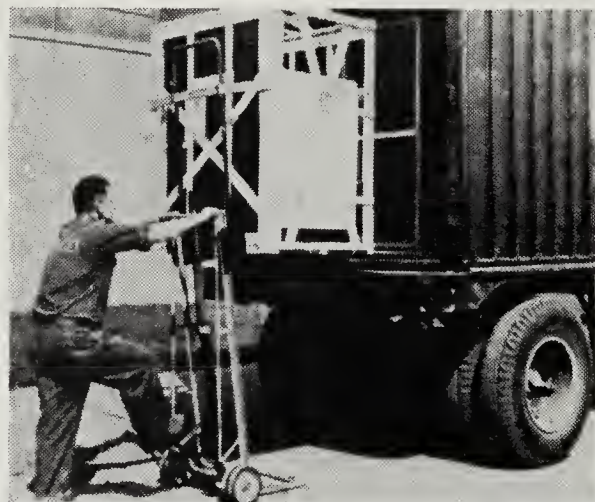
gases. Fully exposed to the south, the deteriorated brick rear wall (left) absorbed heat from the sun through most of the day and was in such poor condition that it endangered the interior surfaces of the building. Resurfaced with the new surface coating, the brick wall was completely sealed (right) and reflected sunlight so well that the interior of the wall was 10 to 15 degrees cooler on sunny days.

## Hydraulic Hand Truck

An item which should have many uses, particularly in the drive-in theatre, is a two-wheel hand truck which embodies a hydraulic lift capable of raising loads as much as a quarter ton.

Known as the Shop Caddy, and manufactured by the Precision Equipment Company, this unit is ideal for loading and unloading trucks, stacking film and concession stand supplies, etc. Its lifting platform, in the down position, is at floor level for easy loading, it is said. When loaded a few strokes of the lever will raise the load to the proper height. A four speed pump ram is furnished as standard equipment so that the lifting speed may be set according to the load.

The Shop Caddy is said to have a lift capacity of 500 pounds, and a lifting height of 36 inches. Its platform is 16 inches long and 20 inches wide.



This two-wheel hydraulic hand truck should be of particular interest to drive-in operators. The unit is said to be capable of lifting 500 pounds.

## Exit Light-Safety Sign Combination

Of interest to all theatre operators is the new line of automatic emergency exit lights and safety signs being manufactured by the Electric Cord Company.

These units are designed to operate from the regular 115 volt lighting circuit. In addition, they also provide instant, automatic emergency light when the source of power fails, thus making for greater safety in the auditorium, and helping to avert panic. This added safety feature is accomplished by batteries contained within the unit and a relay which closes the low voltage circuit automatically whenever the 115 volt service fails. Both wet and dry battery operated models are available.

The wet battery models contain equipment that automatically keep the battery at full charge, the firm claims. The dry battery models use standard six volt batteries, and all models contain two 115 volt bulbs and two six volt bulbs.



Safety-minded exhibitors might be interested in this exit light which provides an automatic safety light when the source of power is interrupted.

## WANT FURTHER INFORMATION ON NEW PRODUCTS

SHOWN IN THIS ISSUE?

LIST ITEMS .....

ISSUE OF JANUARY 5

WITHOUT CHARGE OR OBLIGATION PLEASE SEND ADDITIONAL INFORMATION ON ABOVE ITEMS.

NAME.....

THEATRE.....

ADDRESS.....

CITY, STATE.....

**MOTION PICTURE EXHIBITOR**  
246-48 N. CLARION ST., PHILADELPHIA 7, PA



# Knoxville Scenic and Synthetic Vision Corp. To Manufacture—Market Proscenium Package

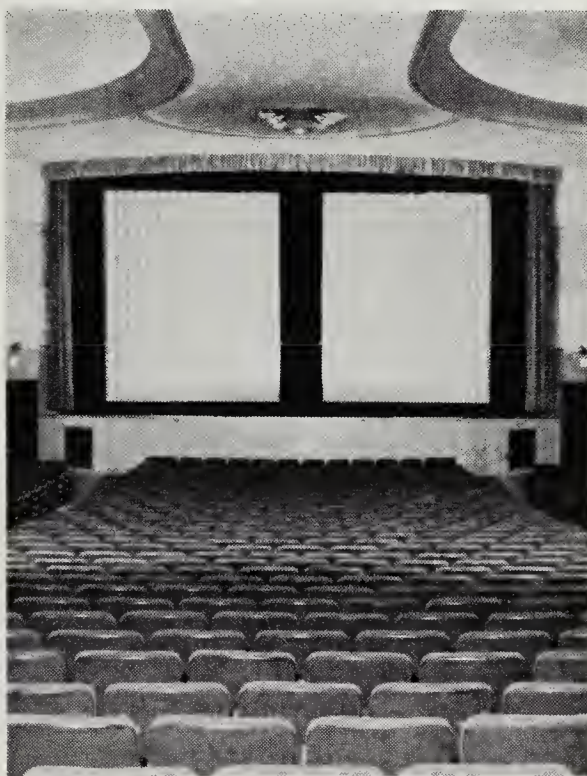
DAYTON, O.—The Synthetic Vision Corporation proscenium package, featuring automatic formatting, will be jointly manufactured and distributed by Synthetic Vision and Knoxville Scenic Studios, Knoxville, Tenn., it was revealed last week.

According to the announcement made by S. L. Mitchell, President of Knoxville Scenic Studios, and Mrs. Jane E. Bernier, President of Synthetic Vision, all the necessary plans have now been made and the package is available on order, to all theatres.

This proscenium package, which has been installed at the Ames Theatre, features a wide screen frame and a superstructure which carries a combination stage curtain traveler and automatic formatting. This arrangement, it is claimed, not only provides a selection of four different aspect ratios to which the screen will automatically format at the touch of a button, but also has two buttons which allows the operator to manipulate the formatting and curtain to any other desired position. Therefore, it would be possible, for example, to show a newsreel at a 1.33:1 aspect ratio, the short subjects at 1.85, and the feature in the full CinemaScope aspect ratio, with each of these changes taking place automatically. Since the curtains are integrated with the black velour formatting, it is said that they always appear properly positioned in relation to the particular screen proportions being used.

The structure which supports this proscenium package, as installed at the Ames, is of aluminum and light steel tube construction and adequately supports the screen, valances, curtain, automatic formatting, motor drive traveler, track and devices. A control box in the booth incorporates a selector switch and push button.

(Continued on page PT-13)

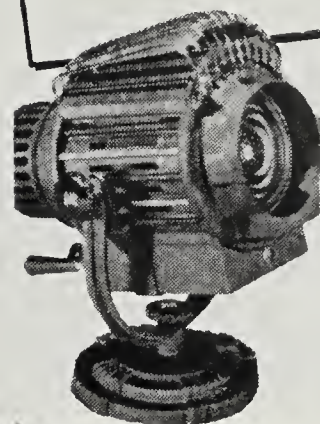


The photograph on the left shows the proscenium of the Ames prior to the installation of the new proscenium package. The photograph on the right is the same theatre after the system was installed.



A backstage view of the installation at the Ames. The proscenium structure has been placed in front of the old proscenium arch. The structure is made of aluminum and light steel tube.

**PERFECT CONTROL  
OF 1000 WATT  
RING-FREE LIGHT**



with a

**GoldE**

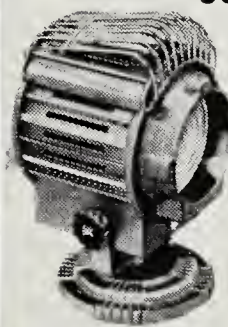
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**SUPER  
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No other spotlight gives you the accurate, pin-point control of light that you get with a GoldE Super-Spot.

This twin blower-cooled spot is no larger than an ordinary 500 watt spot—yet it delivers a powerful, 1000 watt beam of light wherever you want it... easily... silently... dependably. With a specially designed 4½ inch Fresnel heat-resistant lens, it provides an absolutely even beam, free from striation, color fringe, or disturbing filament images. Has smooth Push-Pull beam control, full universal mounting, and is balanced for easy handling. Locks instantly. Always cool in operation. UL approved.

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Attaches quickly to 500 and 1000 watt Bantam Super-Spots. Concentrates light, with extremely sharp focus. Has 5 aperture Rotodisc mask.

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*30 Years of  
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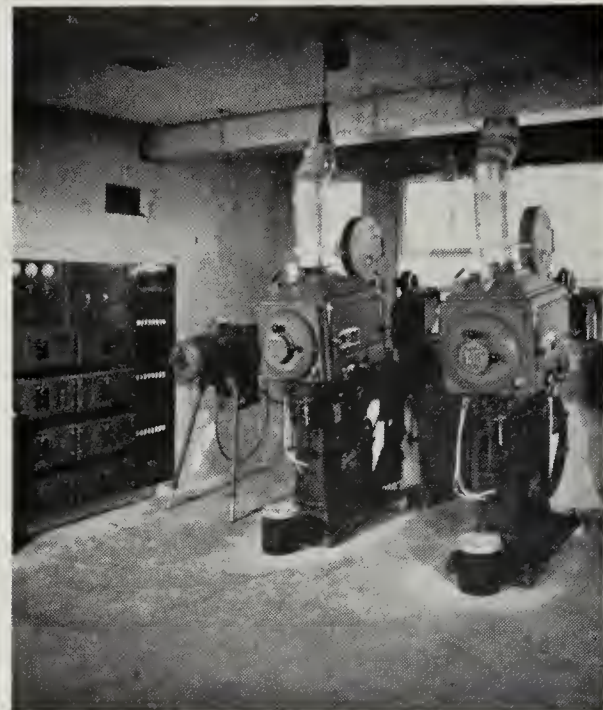
**MANUFACTURING CO.**

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A night view of the large marquee sign at the new Miracle Mile Drive-In. It is 57 feet long and 39 feet high, making it one of the largest ever erected. Wagner Sign Service letters were used.



The projection booth is equipped for wide screen and standard films, as well as stereo sound.

## The New Miracle Mile Is Ohio's First

# 12 Month Drive-In

THE first drive-in theatre in Ohio equipped with in-a-car heaters for year-around operation, the Miracle Mile Drive-In, was opened in Toledo late in November.

This new drive-in is one of but four such theatres east of the Mississippi and north of the Mason-Dixon Line now operating 12 months in the year. The in-a-car electric heaters which operate off the speaker stands, were supplied by Arvin.

Plans were changed several times during construction to enable the builders to take advantage of new and improved equipment and ideas.

The present facilities for 1,500 cars will be increased to 1,870 cars in the spring, making it one of the largest in the United States.

Costing in excess of \$500,000, the drive-in is located on Toledo's new "Miracle Mile," almost directly across from a \$20,000,000 shopping center now being built on Jackman and Laskey roads, west

of the city. It is owned by the Glass Mile Drive-In Theatre, Inc., and managed by Theatre Operating Company, both of Toledo. Al Boudouris, owner of the latter company, engineered and installed the projection, sound and field equipment.

The theatre was completed 14 weeks and two days after ground was broken despite 21 days of rain that prevented any outside work.

## DRIVE-IN THEATRES

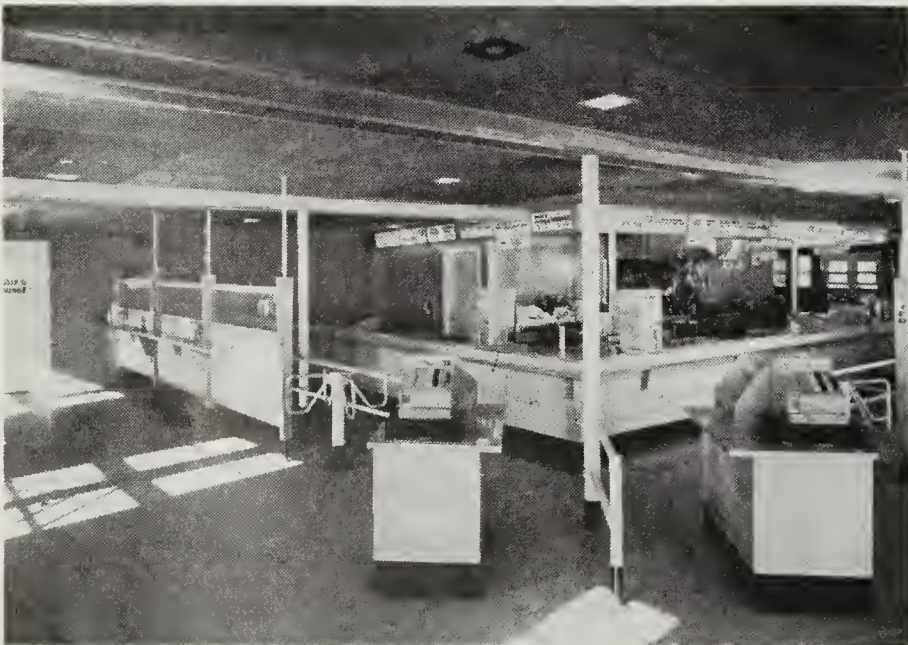
The Miracle Mile Drive-In has a cafeteria-style concession stand, provides double ramping to bring all cars closer to the screen, and is equipped with highway-type maintenance equipment for snow removal in winter.

The curved screen tower was designed for the presentation of all the new wide-screen projection processes, the screen itself being 60 by 120 feet. With the projection booth 425 feet from the screen, it is one of the longest projection throws in the country.

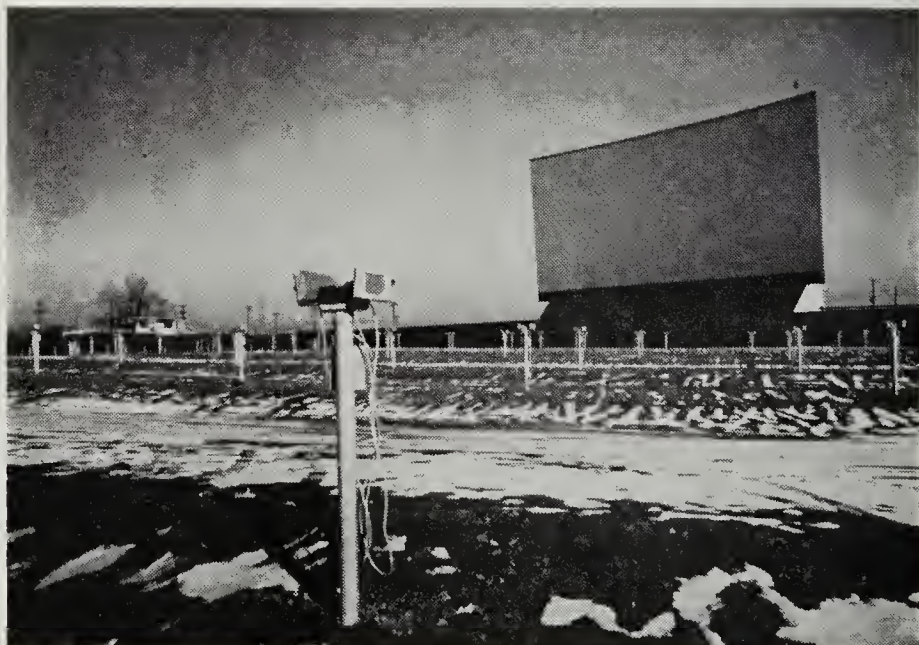
The screen tower consists of six steel frames set in nine bases and is of the "pin-type" construction with pipes of 10-inch diameter embedded in concrete. It is designed to withstand wind stress up to 125 miles per hour. In fact, towers of identical construction and design, withstood all three of the hurricanes which swept the East last year, it is claimed.

To speed entrance and exit, the Miracle Mile installed box offices strategically placed to handle six entrance lanes instead of the usual two. There are 12 exit lanes instead of the four which are common practice.

The marquee, said to be one of the largest in the world, is 57 feet long and  
(Continued on page PT-15)



Seen (left) is the large and fully equipped cafeteria which has four cashiers to handle the more than 3800 patrons who can be served in an



hour, according to the management. The field (right) has double ramping, and in-car heaters are made available to patrons for winter operation.



## S. O. S. Offering Low Price Anamorphic Lens

NEW YORK—A survey of small town and neighborhood theatres recently made by S.O.S. Cinema Supply Corporation, uncovered a lack of ready cash for CinemaScope equipment. In some cases money recently spent for wide screen and wide angle lenses caused a drain on the family pocketbook. Yet, the shortage of product other than CinemaScope makes it imperative to equip for this wide screen technique.

Oscar Lightstone, S.O.S. vice-president, whose family has been in the exhibition end of the business for many years, feels he has the answer to this problem. An advanced anamorphic lens, Cinematic IV, is being offered by his firm at a new low price, and on time payments for as little as \$200 down, it is said. To further reduce the financial burden, Lightstone's plan includes a special bonus offer. With every pair of Cinematic IV lenses purchased, the exhibitor gets a \$100 credit to be applied against the prime lenses or any other equipment, now or in the future.

Cinematic IV, one of the newest variable lenses for all anamorphic systems, is claimed to be of advanced engineering and design. It features Micromatic control for all aspect ratios from 1.33:1 to 2.66:1 making it adaptable to VistaVision and Superscope as well as CinemaScope. Made of lightweight cast aluminum, the lens fits

all projectors and mounts in front of the objective lens on Universal adapter brackets. A balance indicator and distortion controls as well as coated, achromatic optics are said to give brilliant screen images with the ultimate in steadiness and ease.

Lightstone states: "For the independent exhibitor to operate successfully, the installation of anamorphic lenses is a must. By eliminating the large initial investment I feel that every theatre in the country can now afford to equip for CinemaScope and profit by increased box-office returns."



The cinematic IV anamorphic lens.

### Proscenium Package

(Continued from page PT-11)

One of the most important features of this system is said to be the fact that the curtain and mask combination is tracked from the top as well as the bottom of the structure. This prevents the curtains and masking from swinging pendulum fashion out of alignment at the bottom, and if the screen is tilted either forward or backward, it prevents the masking from rubbing between the masking and screen at all points from top to bottom.

The efficient operation of this system is said to depend upon maintaining absolute parallelism between the upper and lower tracks throughout the width of the screen. Because of the double tracking feature, the drive cable must be threaded in a loop the full length of the floor track, up behind the screen to loop the full length of the upper track and back down to the motor drive. The drive cable must also be kept under sufficient tension to maintain smooth operation.

The design of the package is said to be such that if the proscenium arch is not large enough to accommodate a screen of maximum height and width, the proscenium frame, since it supports scenic components as well as the screen, can be placed anywhere in front of the arch. The final effect is claimed to be comparable to a structural modernization to the proscenium end of the theatre whose costs would be far in excess of the proscenium package.

Some indication of the system's effectiveness may be gotten from the remarks of I. J. Klass, operator of the Ames, the theatre with the initial proscenium package installation.

"... Our attendance is running 30 per cent greater than a year ago and we attri-

bute much of this to the good showmanship provided by this installation, and our ability to handle any aspect ratio."



The International Seat Corp., Union City, Ind., recently introduced their Pacemaker line of theatre seats which are said to have deeper, more formfitting and comfortable back and seat upholstery and construction retaining all interchangeable features of former seats. The new line has steel construction throughout with back attached to sideplates by steel wings welded in predetermined position, assuring proper pitch.

### RCA Product Divisions Honor 25-Year Service Employees

CAMDEN, N. J.—Two hundred and sixty-five employees of the product manufacturing and service divisions of the Radio Corporation of America who in 1954 completed a quarter-century of service with the company have been inducted into the RCA Victor 25-Year Club.

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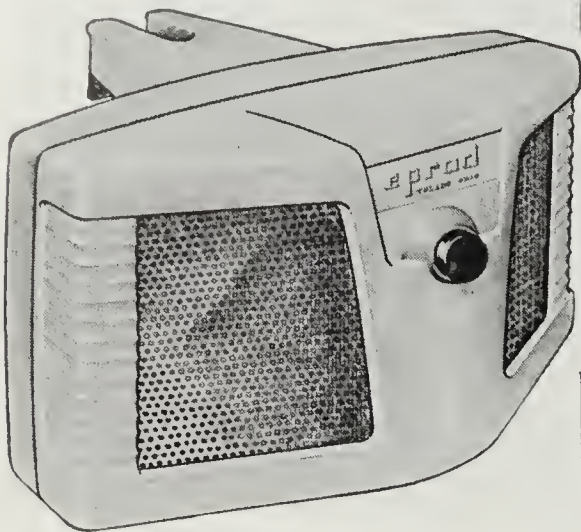
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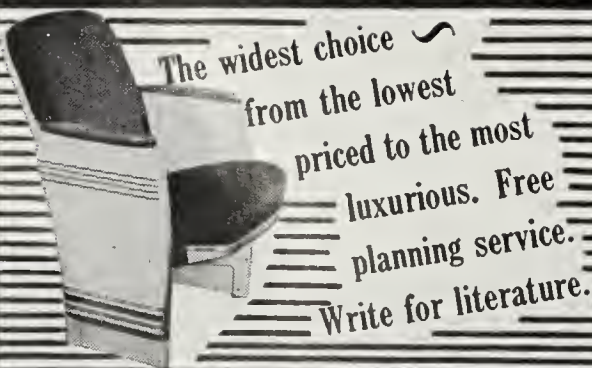
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## This and That Around the Trade

Motiograph projectors, models H, HU, HK and K, sold from 1926 to 1941, did not have a readily removable projector aperture, the company reported. However, Motiograph now makes available a new unit which can be easily installed in the field which permits instantaneous change of apertures. Nine different size apertures are said to also be available. As a result, old Motiograph projectors can now be modified at low cost to project pictures in any desired aspect ratio . . .

. . . William B. Hughes has been appointed manager of Ansco's Los Angeles sales district, according to an announcement released by William Balch, general sales manager of the film and camera company. In his new position Hughes will be responsible for the operation of Ansco's Los Angeles district offices and warehouses, and for sales of amateur and professional film, cameras, etc., in parts of California, Nevada, and Arizona . . .

. . . The February issue of Popular Electronics, a Ziff-Davis publication, will carry a feature story dealing with stereophonic sound for the motion picture theatres, and the pioneering role played by Altec Service Corporation, according to Bert Ennis, Altec's publicity director . . .

. . . Sterling Theatres, Seattle, Wash., recently signed a service parts contract with the RCA Service Company for their west coast theatres, it was announced by W. L. Jones, vice-president, Technical Products department, RCA Service Company. The contract calls for service and supplying of parts for optical and stereophonic sound equipment in Sterling theatres located in California, Oregon, and Washington.

### RKO-Pathe Demonstrates TV-Movie Camera Combination

NEW YORK—RKO-Pathe demonstrated a test of a procedure which utilizes television as a means of cutting time and costs in movie-making, at the annual convention of the Public Relations Society of America at the Roosevelt Hotel, it was revealed by Jay Bonafield, executive vice-president of RKO-Pathe.

The new process, still in an early stage, combines Dumont Laboratories' latest invention, the Dumont Teleye, a miniature television camera, with a standard 35mm. Mitchell movie camera.

### European Studios Installing Perspecta Sound Equipment

NEW YORK—Installation by MGM of recording equipment for Perspecta stereophonic sound in its four studios abroad, plus the progress in negotiations to equip RCA-International studios in London, are seen as important steps in giving pictures of European producers the same chance to cash in on the boxoffice advantages of high-fidelity directional sound as is now enjoyed by so many American films using the Perspecta system, the firm reported.

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... Screen Frames  
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... Inter-Coms  
... Loud Speakers  
... Standard Sound  
... Systems  
... Stereophonic Sound  
... Systems  
... Sound Service

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... Boxoffice Equipment  
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... Speaker Wires  
... Construction  
... In-Car Speaker  
... In-Car Heater  
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... Control  
... Paint  
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... Signs, Ramp and  
... Directional  
... Screen Tower  
... Screen Surfacing  
... and Paint  
... Seats (Walk in)  
... Underground Cable

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... Boxoffice Equipment  
... Display Frames  
... Marquee  
... Marquee Letters  
... Signs

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... Systems  
... Air Diffusers  
... Blowers  
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- ☐ NATIONAL THEATRE SUPPLY, In-car Speakers and Complete Indoor and Outdoor Theatre Supplies and Equipment
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- ☐ J. E. ROBIN, INC., Rectifiers, Motor-Generators, Screens and Projection Lenses
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- ☐ STRONG ELECTRIC CORP., Projection Lamps and Rectifiers
- ☐ WAGNER SIGN SERVICE, INC., Plastic, Aluminum, Glass and Luminous Letters, Attraction Panels
- ☐ WILLIAMS SCREEN CO., All-purpose Silver Screens

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## 12 Month Drive-In

(Continued from page PT-12)

38 feet high and utilizes the interchangeable letters manufactured by Wagner Sign Service, Inc., Chicago. Dickey Advertising Service of Marion, Ind., designed and erected the marquee.

The refreshment building is 92 by 90 feet and is equipped with the latest stainless steel units and conveniences and, with four cashiers working, can handle in excess of 3,800 persons per hour. It will be operated by the Berlo Vending Company.

This building also houses the projection booth and rest rooms. The latter are equipped with the newest and most modern of sanitary conveniences and are finished in glazed tile. The entire building has a terrazo floor which took six weeks to grind and polish with a crew working seven days a week.

The newest in projection and sound equipment was installed. This includes three Century water-cooled projectors; high fidelity stereophonic sound, Strong Super 135 project arc lamps, Strong 135-ampere selenium rectifiers, four-inch diameter Kollmorgen objective lenses and Bausch & Lomb anamorphic lenses.

A full 1,800 watts of undistorted audio power are available to the Eprad three-unit, high fidelity, stereophonic sound speakers from the Century amplifiers which were specially modified and engi-



The boxoffices have been placed so that they can use six entrance lanes. There are 12 exits.

## Superscope Prices Drop

HOLLYWOOD—The price of Superscope anamorphic lenses were reduced more than 40 per cent on Jan. 3, it was revealed last week, and distribution will be on a direct factory to exhibitor basis thereafter. Co-inventors Joseph and Irving Tushinsky announced that they were dropping the price so that the lenses will be within the reach of all theatre exhibitors.

Two lens-grinding companies and one casting foundry are now engaged in turning out the lenses and housings in order to keep up with orders, it is claimed.



A rear view of the tower which is designed to withstand wind stress up to 125 miles per hour.

neered. A specially designed sound equipment rack was used for the installation.

Some idea of the size of the Miracle Mile Drive-In can be had from the following facts:

It is located on a 22-acre site about four miles west of Toledo on a highly traveled highway which is expected to be made into a six or eight-lane expressway in the near future.

There were 5,000 yards of concrete and 25,000 yards of stone used in its construction.

If 190,000 feet of underground wiring used were converted into 14-gauge wire it would amount to 10,000 miles, enough to cross the United States three times.

When the theatre is in full operation, the connected electrical load is equal to that used by the city of Maumee, population 6,000, located just southwest of Toledo.

Pre-opening promotions, included the mailing of a specially prepared comic book mailed to 60,000 Toledo homes; a saturation campaign on both radio and TV; bus cards; bumper strips; downtown window displays of the equipment being used; various hand-outs and even a Santa Claus "arriving early so he wouldn't miss the grand opening" working the downtown streets. Full page newspaper ads were also utilized.

Boudouris, who will operate the Miracle Mile, operates five other drive-in theatres in Ohio.

## Proper Carpet Cleaning

(Continued from page PT-6)

furniture before shampooing. However, furniture may be moved to one side while one-half of the carpet is shampooed, and moved into cleaned portion while doing the other half. If it is necessary to keep furniture on a damp carpet, place a piece of blotting paper, heavy cardboard or aluminum foil beneath each leg immediately. Any metal that rests on damp areas may cause rust stains.

The statement that in order to succeed in the motion picture theatre field it is necessary to start at the bottom, has a

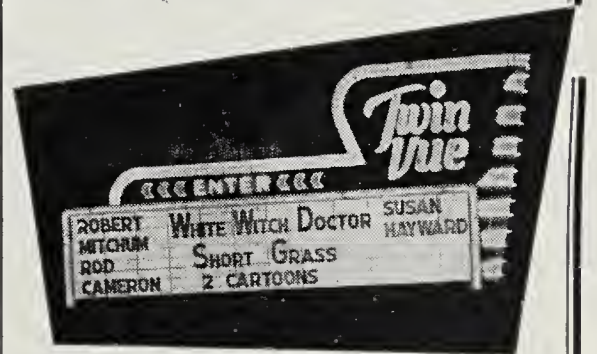
very practical application in the maintenance of a theatre. The floors, and the materials that cover them are an extremely important part of the decorative scheme. They help to establish part of the individual atmosphere that is to be found in any well-run house. Therefore, it is the wise exhibitor who pays close attention to such a fundamental thing as attractive, well-kept and clean carpeting.

## Altec Service Contract For 14 Brandt Theatres

NEW YORK—A contract has been signed between Stepanclau, Inc., a Brandt theatres subsidiary, and Altec Service Corporation, covering the sound equipment in 14 houses in New Jersey.

Negotiated between Marty Wolf, Altec assistant sales manager, and Arthur Sommer, representing the Brandt interests, the contract provides for the services of Altec field engineers in the following Jersey theatres: Belvidere, Belvidere; Roy, Blairstown; Clinton Point, Clinton; Hunterdon, Flemington; Franklin, Franklin; Barn, Frenchtown; Strand, Hackettstown; Strand, Lambertville; Court Square, Newton; Newton, Newton; Sparta, Sparta; Sussex, Sussex; Washington, Washington; and Drive-In, Ringoes.

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## NEWS OF THE

## Territory

BRANCHES  
Atlanta

O. S. Barnett, office manager, Allied Artists, and the Mrs. were back after a holiday with their daughter in Chicago. . . . Leonard Burch, branch manager, United Worlds Films, was back after a visit with his parents in Brooklyn, N. Y. . . . Ed Stevens, president, Stevens Pictures, checked in after a visit to Florida. . . . Charlie Clark was back after a visit in Tennessee. . . . Jesse Jones, Tower, was in for a visit. . . . On the Row were Mr. and Mrs. John Carter, theatres in Georgia; O. C. Lam and son, Lam Amusement Company, Rome, Ga.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; P. L. Taylor, editor and owner, Dixie, Columbus, Ga.; and L. E. Seary, R. C. Cravey and H. P. Cravey, Earl, Millen, Ga.

The Rose, Forsyth, Ga., has closed. . . . It's a happy birthday to Johnnie Harwell, buyer, Martin Theatres.

In for a visit were High Martin, MGM Theatres, Leesburg, Fla.; Jack Heffeman, Princess, Huntsville, Ala.; Harry Dennis, Bon-Air Drive-In, Augusta, Ga.; "Doc" Fincher, Fincher Theatres, Chatsworth, Ga.; Jimmie Gaylord, Starlite Drive-In, Troy, Ala.; Dick Kennedy, theatres in Alabama, Georgia, and Tennessee; David E. Cheatham, Moonglo Drive-In, Palaski, Tenn.; Al Morgan, McLendon Theatres, Union Springs, Ala.; and C. V. Smith, Erin, Tennille, Ga.

Al Rook, Film Booking, said that the Jacksonville office would open about Jan. 1. . . . Johnnie Harrell, buyer for Martin Theatres, checked in his office after a trip to New Orleans. . . . Milton E. Cohen, United Artists divisional sales manager, was a visitor in the local office. . . . The Moonlite Drive-In, Springfield, Tenn., will close for the winter with opening date early in the spring. . . . Doris Moore, Howco booker, has resigned to move to Miami, Fla. . . . Tobe Kahrr, Dixie Amusement Company, Swainsboro, Ga., expected to leave for the army soon.

Albert Weis, son of the owner of a theatre in Savannah, Ga., was married. . . . Boykin Paschal, vice-president, Savannah Morning News and Press, will retire after the first of the year. He has been especially friendly towards the theatres, and it has been through his efforts and understanding that the local movie houses have secured regular advertising rates.

In for a visit was J. C. Carscallen, Skyview Drive-In, Tampa, Fla., who was formerly in Atlanta with major film exchanges as sales representative. . . . It's a happy birthday to A. B. Padgett, Wilby Theatres. . . . Mrs. I. Nicholas, New York, sister of Jimmy Bello, sales

representative, Astor, was in for a visit. . . . The Carver, first Negro drive-in and walk-in theatre in Bessmer, Ala., has been opened. Dr. B. H. Johnson, owner, has appointed James Benz as manager. The combination theatre has space for 400 cars, with 200 seats for walk-ins.

Equipment for the showing of the wide-screen processes has been installed in the Cook, Adel, Ga. . . . Mrs. J. K. Kellen, manager, Grove Hill, Grove Hill, Ala., has started an extensive house renovation. The seating capacity will be increased from 222 to 400 and CinemaScope equipment installed.

In addition to installing CinemaScope equipment, the Gilbert, Okeechobee, Fla., has ordered 400 new seats. W. W. Watkins is manager. . . . Manager Herbert Bowen, Franklin, Franklin, Tenn., has installed new equipment for showing the new processes. . . . M. C. Moore is new owner, Suburban Lake Shore, Jacksonville. . . . Judson Moses, MGM's exploiteer, was back in his office after a trip to New York. . . . Ray Dunn, Drive-In, Daytona Beach, Fla., has installed CinemaScope. . . . Milton Franckman reports the complete remodeling of the Strand, Fort Lauderdale, Fla., with air conditioning throughout, a new marquee, CinemaScope, and seating capacity increased to 925.

Mel Brown, manager, Art, was back from a trip to New York where he visited his father, who is hospitalized there. . . . Martin Theatres was host to managers and bookers at its office before Christmas.

Funeral services were held for Charles E. Kessnich, 67, MGM southern district manager who retired in February after being with the company since 1918, when he joined it as branch manager in this city. He was promoted to southern district head two years after joining MGM. He leaves his widow, a daughter, two grandsons, a great grandson, a sister and niece.

Martin Theatres has announced the closing of their Dalton, Dalton, Ga. . . . As their Christmas project, members of WOMPI will clothe 15 underprivileged teen-age girls of Formwalt Mission. New members taken in are Mrs. Stella DeFoor, U-I, and Frances Waldrop, Fox. Mrs. Betty Rary, WOMPI president, was the guest of honor at a luncheon given by the Better Films Council of Atlanta, where she was presented with a generous check to be used in their project.

Exhibitors on the Row were James Royce, Royce, Royston, Ga.; Donald Boardman, Skyview and Forrest Hill Drive-Ins, Augusta, Ga.; W. W. Hammonds, Marshall, Albertsville, Ala.; Stanley Rosenbaum, Muscle Shoals, Ala.; Jay Shadow, Sadow, Chattanooga, Tenn.; J. D. Wills, Frances, Cumming, Ga.; Cecil Hudson, Legion, Acworth, Ga.; J. S. Silberstein, Oak Ridge Theatres, Oak Ridge, Tenn.; Jack McGlinchey, DeSoto, Valley Head, Ala.; Norris Stephens, Savannah, Ga.; and Mose Lebovitz, Independent Theatres, Chattanooga, Tenn.

## Charlotte

Twin Oaks Drive-In, Sparta, N. C., is closing for the winter, as is the Smoky Mountain Drive-In, Waynesville, N. C. and the Henderson Drive-In, Henderson, N. C. . . . Joe Bishop, branch manager, Kay Films, made a trip up in the northwestern part of the state and ran in to plenty of snow.

Ivan Anderson, Liberty, North Wilkesboro, N. C., who makes running a theatre a full time job, does plenty to create good will. His town's people staged a Christmas parade, and it was bitter cold, so Ivan set up a free coffee stand in his theatre lobby. He says he received many thanks from the people he served.

Exhibitors on the Row were Jodie Holland, Lyman, Lyman, S. C.; Tommie Smith, Starlite Drive-In, Spring Lake, N. C.; Theo Albright, Ritz, Newberry, S. C.; Mrs. D. W. Smith, Luck Drive-In, Chadbourne, N. C.; Roy Rowe, Pender, Burgaw, N. C.; J. W. McMillan, Latta, Latta, S. C.; Roby L. Rumley, Fox Drive-In, Spartanburg, S. C.; R. G. Stinnett, Bessemer City Kings Mountain Drive-In, Kings Mountain, N. C.

Our heartfelt sympathy goes out to Mrs. Ruth Hardin Cockrill in the loss of her husband, Paul H. Cockrill. Paul was an old film man with Paramount for several years, then with U-I, and finally with Harris Theatre Sales. He was a member of the Variety Club.

Burtis Bishop, division manager, MGM, Chicago, was in town visiting the local MGM office, where he was once branch manager, and his brother, Joe Bishop, branch manager, Kay Films. . . . Richard McKinney is the new manager, Midway Drive-In, Fayetteville, N. C. McKinney was formerly with Mars, Bakersville, N. C. . . . Astor Pictures has acquired the rights to distribute "Utopia," Laurel and Hardy film, and "Jamboree." . . . Happy birthday to Pete Martin, Fox, who will be drawing his Social Security now. He is just 65 years young. . . . Variety Club, Tent 24, opened new club quarters with a house warming party.

## Jacksonville

Many theatrical friends of John Crovo were congratulating him upon his completion of 52 years in the motion picture and vaudeville booking business. He started at Newark, N. J., in 1902 and has since worked as a circuit executive or manager in most of the large cities of the south. He first came here in 1916 to manage the old Duval, now a parking lot. Now manager, Arcade, a downtown house, his office is crammed with mementoes of his long career.

Jack Weiner, MGM exploiteer, was hospitalized following a serious auto crash a few miles from here while on

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Good Condition  
Make Offer  
**GEM THEATRE Westwego, La.**  
J. A. PARKER, Owner



his way to Montgomery, Ala. . . . Bill Fegenbush, Florida artist, was back after recovering from a painful operation. . . . Bob Cannon, Cannon Theatres, Live Oak, Fla., and E. J. Kanarias, Beach Drive-In, St. Augustine, Fla., were visitors. . . . The Atlantic Beach Hotel was the scene of a gala year-end party for the home office and warehouse staffs of Florida State Theatres.

The Five Points, managed by Bill Beck, opened Christmas Day with the first-run of "20,000 Leagues Under The Sea," after it had been closed for a month for new decor and a new Cinema-Scope screen. . . . The 11 leading drive-ins here were closed on Christmas Eve. . . . Branch manager Fred Hull's MGM office employees and friends gathered at the Timber Inn for a Christmas season party.

## Memphis

Mrs. Jack Katz, Ritz, is gaining a lot of attention with her new invention, the "Protectie." Several were seen at the recent theatre owners convention. Soup eaters can now rest assured of keeping their ties clean. Mrs. Katz sent one to President Eisenhower and received a note of thanks. She sent one to Arthur Godfrey and was mentioned on his program.

Visitors on the Row were H. Bruister, Tutwiler, Tutwiler, Miss.; Frank Easley, Lindy, Linden, Tenn.; Gene Higginbottom, Melody, Leachville, Ark.; Doc Lyles, Ritz, Oxford, Miss.; and Jesse Moore, Ritz, Crenshaw, Miss.

William Everett is now operating the Rae, McRae, Ark. . . . J. A. Prichard, Allied Artists southern division manager, is spending Christmas with his mother and Bailey Prichard, local branch manager, and other relatives in Memphis. . . . Mr. and Mrs. Henry Hammond will attend the Cotton Bowl game on New Year's Day. He is Allied Artists salesman. . . . Vivien Wahlquist, Allied Artists booker, and son, Danny, Paramount shipper, are spending Christmas in Wichita, Tenn.

## New Orleans

High on the list of special Christmas fares was the WOMPI party for 400 orphans at the Imperial, with a real Santa, loaded down with toys, Christmas tree, carol singing, and movies for their entertainment. . . . Twentieth Century-Fox Family Club gathered at the St. Clair Restaurant for a turkey dinner and hours of dancing. . . . Paramount Gulf's bosses hosted their employees to a party at the New Orleans Athletic Club. . . . Allied Artists' members held a social gathering with friends and families at the exchange, as did U-I. . . . Mamie and Milton Dureau, Masterpiece Pictures, assisted by cashier Alberta Shindler and salesman Alton Dureau, held open house, as did Harold "Babe" Cohen and his assistants, office manager Bob Saloy and salesman Larry Dufour.

Among localities elected as national directors of the Navy League of the United States at the league's recent annual meeting in Detroit are E. V.

Richards, Jr., former president, Paramount Richards Theatres and the league's outgoing president, and Maurice Barr, Paramount Gulf's secretary in charge of advertising, publicity and public relations. Richards was also appointed to the league advisory council.

George M. Leppert, president, newly organized Draw Poker Films Inc., accompanied by his family, left for a week's stay in New York before his departure for Madrid, Spain, in the interest of their first production, "Accent Spain." The family will remain in New York awaiting his return from abroad.

Hurry up and get well wishes go out to Frank Olah, Star, Albany, La., and associated in the Skyvue Drive-In, who is bedded at Touro, La., with a severe back injury, and to Roy Saxon, Elroy, Kentwod, La., who is confined in a local hospital mending from an appendectomy.

J. G. Broggi, buyer and booker, U Drive-In, Leaksville, Miss., reported that it will be closed from Jan. 1 to about May 1.

Mrs. Claire Tremorel, publicity chairman, New Orleans chapter, WOMPI, announced that six of the local members have been named national chairmen. They are: Mrs. Loraine Cass, national vice-president and past president of the local chapter, membership; Miss Rolande Guma, finance; Mrs. Tremorel, publicity; Mrs. Anna Oliphant, by-laws; Miss Ida Klos, insignia and pins; and Mrs. Gene Barnette, extension. Chapters are being formed in Oklahoma City and Toronto, Canada, it was reported.

The New Orleans Better Films Club played Santa Claus to several hundred kiddies from the city's various orphanages at the Civic. The entertainment fare included a Christmas feature and Christmas featurettes, and the singing of Christmas carols. Each child received a filled stocking from Santa, who appeared on the stage with Mrs. Norman E. Kerth, president of the club, and assistants, Mrs. Jack Vital and Mrs. Rahm Dardenne. Mayor Chep Morrison was also on hand.

RKO's southern sales staff here for the company's regional conference at the Jung Hotel were Ben Y. Cammack, southwestern district manager; Dave Prince, southeastern district manager; S. M. Sachs, Dallas; R. B. Williams, Oklahoma City; R. C. Price, Jacksonville; R. V. Reagan, Memphis; J. P. Stone, Atlanta; and J. R. "Roger" Lamantia, New Orleans. Home office executives here for the meet were president James R. Grainger and world-wide sales manager Walter Branson, who presided. Grainger hosted a group of exhibitors at a dinner at Antoine's. Among them were E. V. Richards, former president, Paramount-Richards Theatres Corporation; Gaston J. Dureau, Jr., president; Henry Plitt, vice-president in charge of theatre operations; Maurice Barr, secretary in charge of publicity, advertising, and public relations; James Howell, in charge of buying and booking, Paramount Gulf Theatres, Inc.; Abe Berrenson, president, Allied Theatre Owners of the Gulf

States; Page Baker, general manager, Theatres Service Company; Don Stafford, Dixie Theatres executive; Joy Houck, president, Joy's Theatres, Inc.; and L. C. Montgomery, president, Delta Theatres Inc.

## Florida Miami

Children of Wometco employees were guests at a Christmas party at the home of Mrs. Mitchell Wolfson, wife of the coowner. . . . Ethyl Guberstick, secretary to Robert Green, Wometco personnel director, completed seven years of service with the company and became eligible for membership in the Wometco Old Guard organization. . . . Mrs. Robert Dounton, Wometco switchboard operator, was nominated a Telephone Personality in a series running in The Miami Herald.

Billie Wahl, Wometco bookkeeper, was one of two prize winners in a contest to find an insignia for television station WTVJ. The winning idea was a flamingo, typical tropical insignia. . . . Florida State publized the pre-Christmas opening of "Hansel and Gretel" at the Florida, Sheridan, and Coral, with a number of special showings of the film for charity, including prevues for juvenile patients at Variety Children's Hospital, National Cardiac Hospital, Roosevelt School for Exceptional Children, and the Cerebral Palsy Association. In addition, a free show was given at the Florida for underprivileged youngsters of the area. A special screening was also held for the Parent-Teacher Association Council of Dade County. Tommy Trent, local puppeteer, made appearances at various grocery stores.

## Georgia Waycross

The Lyric, closed for over a year, has reopened.

## Louisiana Fort Smith

James J. Smith, theatre operator at Hackett, La., died at the age of 76.

## Mississippi McComb

Charter of incorporation has been granted Yazoo Theatre Inc., listing capital stock of \$5,000.

## North Carolina Durham

Charles H. Lewis, manager, Center, has been nominated for election as a director of the Durham Merchants Association, the nomination being equivalent to election.

## Rockingham

Frank Irvin, promotion minded manager, Richmond, has been named winner of MGM's October-November exploitation contest for Wilby-Kincey managers. His winning campaign was on "Julius Caesar." Runners-up were Dave Garvin, Paramount, Newport News, Va.; Garland Hayworth, Winston, Winston Salem, N. C.; and Kerr McBride, Spartansburg, S. C.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

The Christmas weekend was spent by Robert McNab, 20th-Fox branch manager, and his wife, with relatives in Baton Rouge, La.; Robert Laws, Columbia booker, and his wife, with her relatives in Lancaster, O.; Margaret Woodruff, Columbia head booker, with relatives in Bellefontaine, O.; and J. E. Watson, MGM exploiter, and his wife in Columbus, O.

The MGM Club had a second Christmas party in the office, with a luncheon, tree, gift exchange, and screening of "Deep In My Heart." Realart and Lippert held its annual luncheon at the Union Terminal Restaurant. . . . "Underwater" was screened at the RKO Christmas office party. . . . Announcements of Christmas engagements were made by Ceil Hessling, Paramount contract department, to William Runyan, and Geraldine Wakeman, Paramount accounting department, to Willard Boone.

In town Christmas week were William Shirley, UA New York office, for exploitation of "Vera Cruz," and Jerry Shinback, RKO's Chicago office.

Exhibitors in were William Settos, Walter Allen and Ben Hathaway, Springfield, O.; Richard Tumbelson, Winchester, O.; C. S. Babalis and Roy Wells, Dayton, O.; Harry Wheeler, Gallipolis, O.; Fred Donahue, New Boston, O.; Charles Williams, Oxford, O.; J. C. Shanklin, Ronceverte, W. Va.; Joe Joseph, Parkersburg, W. Va.; and Walter Wyrick, Carlisle, Ky.

Cookies and a fruit drink were given children attending the downtown Grand to see "Hansel and Gretel." . . . Philip Glib, Allied Artists Chicago exchange, was transferred to the local exchange, replacing Walter Watson, who joined the S and S Amusement Company. . . . Exhibitors J. C. Shanklin, Ronceverte, W. Va., and Lester Rosenfeld, St. Albans, W. Va., have returned from Florida vacations.

National Theatre Supply reports CinemaScope installations in the Longview State Hospital here; Wayne, Greenville, O., Macie brothers, owners; Classic, Dayton, O., P. W. Suell, owner; Mitchell and Magic, Barberville, Ky., Charles Mitchell, owner; and Kentuckian, Liberty, Ky., Ralph Cundiff, owner.

N. N. Andres, recreational director, United States Hospital, Lexington, Ky., visited on Film Row, and exhibitors in were Charles Scott, Vevay, Ind.; Carl Pfister, Troy, O.; Jack Needham, Frank Yassenoff, Harry Schwartz, and Frank Marzetti, Columbus, O.; John Gregory and Floyd Williamson, Dayton, O.; Lawrence Davis, Coldwater, O.; Harry

McHaffie, Marmet, W. Va.; James B. Howe, Carrollton, Ky.; B. F. Wright, Whitesburg, Ky.; and William B. Cain, Paintsville, Ky.

Florence Hermann, MGM cashier, has returned from a Florida vacation. . . . Marie Donelson, Screen Classics, spent Christmas with relatives in Nashville, Tenn. . . . Garry Novack, son of Edward Novack, assistant manager, National Theatre Supply, is convalescing from bronchial pneumonia and Film Row hopes for his speedy recovery.

The Ronnie Drive-In, London, Ky., has been sold by James Minnix to Harold Ball, Corbin, Ky. . . . Bennett Goldstein, former Indianapolis salesman, has been promoted to sales manager at the local 20th-Fox branch. . . . Bonnie McNeely is a new receptionist at UA. . . . Agnes Doppe, UA biller, and Ruth Listerman, U-I booker's clerk, have resigned. . . . David Stenger, Columbia salesman, Columbus, O., is the proud father of a baby girl.

## Cleveland

The Detroit, owned and operated by Leonard Mishkind and S. P. Gorrel, reopened Christmas day after a complete remodeling job that puts it into the deluxe neighborhood class.

Howard Higley, manager, SW Allen, for the past 21 years, received a dramatic Christmas present. It was notification, with check enclosed, that he was the winner of the first prize in the national "Caine Mutiny" contest as part of the Fabian Fabulous Forty Drive. As a result of Higley's campaign the picture rolled up a house record run of six weeks. Jimmy Sammons, manager, Sixth Street, Coshocton, O., also in Dick Wright's district, copped first place nationally with his campaign on "Carnival Story."

Mollye Davis, MGM cashier, is spending the holidays in Florida as guest of Marie Mack Hentges, a former member of the MGM family. . . . All exchanges were closed Friday before Christmas and New Years.

Columbia's loss is Buena Vista's gain. Rhoda Koret resigned from Columbia to join the new BV organization, whose local head is Leo Greenfield. . . . Mrs. J. M. Cogan, mother of the wife of Joe Weinstein, SW district theatre booker, died at the age of 82. . . . M. M. Dorsey is installing CinemaScope equipment with optical sound and a new, wide William screen in his 225-seat Dorsey, Johnstown, O. Installation is being made by Ohio Theatre Supply Co.

Horace Adams, attorney, president of Industrial Advisors, Inc., and president, Independent Theatre Owners of Ohio, has announced the purchase of Ascot Park, in the Cleveland-Akron area for \$1,300,000. This three-quarter-mile plant, under the operation of Ohio Sports Enterprises, Inc., has been one of the most successful of the county's smaller race tracks. Adams purchased it from William J. Griffith, Barberton, O., and Basil Kinney, Cuyahoga Falls, O.

Ben L. Ogron, head, Ohio Theatre Supply Company, is establishing a record, of sorts, for ploughing new CinemaScope fields. His installation of CinemaScope with complete stereophonic sound in Hiram College, Hiram, O., was the first college installation in this area. This week he installed CinemaScope with optical sound in Collinwood High School, first high school in the area to get the new type equipment.

## Detroit

Variety Club of Grand Rapids, Tent 27, elected the following crew for 1955, Martin Giaimo, chief barker; Bill Freck, first assistant; Phil Osterhouse, second assistant; Joe Busic, dough guy; Clive R. Waxman, property master; and Fred J. Barr, Jr., international canvassman. Giaimo and Osterhouse are delegates to the 1955 annual convention.

Fae Davis, MGM secretary, died recently. She is survived by her husband Robert and sister Dorothy Harrison, Allied Film Exchange office manager. . . . Local F-25, Exchange Office Employees, reelected Al Champagne business manager for his eighth year.



Charles Simonelli, U-I's eastern advertising and publicity department manager, on left at head of table, recently discussed the company's promotion plans for the Charles J. Feldman Annual Sales Drive at the district manager's meeting in Cleveland presided over by P. T. Dana, eastern division manager, center at head of table, and P. F. Rosian, district manager, and attended by, seated clockwise, left to right, M. Silverberg, Francis Guehl, and Pete Quiter, Pittsburgh; Leo Goldsmith, Bill Waldholz, J. P. Rosen, and Ted Levy, Detroit; Ed Heiber, Sig Horowitz, Ed Potasch, Harold Coltun, and Dick Melvin, Philadelphia; and Eddie Bergman, Cleveland; and, standing, left to right, Carl Reardon, Jim Levitt, William Lissner, Cleveland; and Milton Ripp, Pittsburgh.



... Joseph Lenahan and his son, Dennis, have opened their own agency insuring theatres. Lenahan was with Mills Agency, whose business he bought.

Every year old newsboys sell papers for Christmas charity. Called the Good-fellows Sale, the annual affair finds prominent Detroiters selling specially printed newspapers on street corners. Alex Schreiber, Associated Theatres chief, passed his usual corner to Max Gealer during his Los Angeles stay.

## Pittsburgh

The Schenley had a free Christmas show for children in conjunction with the Veterans of Foreign Wars and the American Legion. ... Donna Atwood, wife of Johnny Harris, has taken the Harris children to their new home in Beverly Hills, Cal., for a couple of weeks while the "Ice Capades" show is laying off for the holidays. She'll rejoin the show in Boston.

Jack Deutschmann will spend his Christmas vacation from Harvard here as the house guest of his future in-laws, the M. A. Silvers, whose daughter Barbara is now studying at Wellsley. Silvers, Stanley Warner boss, received a gift from the Warner gang, three beautiful pearl studs which he will wear for the first time when his daughter, Barbara, becomes a bride in June.

The Variety Club honored John Michelose, Pitt's new football coach, and Dr. Eddie Baker, Carnegie Tech's grid-iron mentor, at a luncheon. ... Jack Simons, who last managed the Old State, is now in South Norwalk, Conn., where he's running two houses for a circuit outfit.

I. D. Wolfe, Pittsburgh department store head and Variety Club member, who dabbles in Broadway shows, has picked himself a winning show in the new "The Bad Seed."

Retiring Variety Club Chief Barker Norman Mervis' mother died suddenly. ... Mr. and Mrs. Herb Walton, he's the Stanley Warner ad artist, are grandparents for the third time with the birth of a baby boy to Charles and Alberta Walton. ... Mr. and Mrs. Joe Hiller, he being on the Variety Club board, are going to Detroit for the wedding of his niece. ... Warners Skyline Drive-In, Clarksburg, W. Va., operated here by Dale and Charles Warner for the past seven years, was recently sold to Sam and Evelyn Caputo.

The Airport, closed for several months, opened Christmas day. John Sullivan, who holds the lease, said the auditorium has been newly painted and redecorated. Anamorphic lenses and a new wide-screen were installed. ... Mr. and Mrs. John Amoroso, Baden, Baden, Pa., are awaiting the stork for his first visit in April.

Carl Guerrein, former outdoor operator, Erie, Pa., recently was released from St. Vincent's Hospital there after serious arterial surgery. ... Joseph Zeoch has removed seats and equipment from his

Vestberg, Pa., house and turned it into a skating rink. ... Elmer Hasley, Terrace, presented two free kiddy shows during the holiday season. ... Emporium, Emporium, Pa., has installed a wide-screen and anamorphic lenses.

Mike Karolcik is installing anamorphic lenses at his Perry, Perryopolis, Pa. ... The Bradford, Bradford, Pa., featured Clarabell and Buffalo Vic, Howdy Doody pals, in person at a Christmas party for children.

Sport night at the Variety Club featured a screening of "The Bob Mathias Story." Present was Jim Marks, Kiski coach, who coached Mathias when he attended nearby Kiski Prep. Abe Weiner, local Allied Artists manager, arranged this screening. ... Durward Coe, Waynesburg, Pa., outdoor theatre operator, has been at the Washington, Pa., hospital for the past several weeks. ... Max Bloomburg, former Johnstown, Pa., area exhibitor, was recently elected Cambria county civil defense director.

Charlie Barron, house manager, Warner Cinerama, entertained 18 usherettes at a Christmas party in his Bigelow apartment. ... Mr. and Mrs. William Hansmeir, Sun, Altoona, Pa., spent the holidays at his in-laws, the McFaddens, Rialto, Renovo, Pa. ... Floyd Klingensmith, Columbia salesman, Erie, Pa., and the Mainline, whose son Jimmie recently broke his ankle, was publicized by the Gazette for delivering newspapers on his son's paper route.

John Rigas, Coudersport, Coudersport, Pa., spent the holidays with his parents in Wellsville, N. Y. ... John Hickey is back at Shea's Fulton after spending several weeks in New York at the Shea home office. ... Robert Caskey, veteran Paramount salesman, was released from the St. Francis Hospital.

Theodore Grance, operator, Grance Circuit of outdoor theatres, was in an auto accident and suffered a broken leg. ... Jimmy Spear, UA salesman of the West Virginia territory, is spending the holidays with his family in Rochester, N. Y. ... Pete Dana, eastern division sales manager, Universal-International, is spending the holidays here with his family.

Lee Conrad, Park, Meadville, Pa., tied up with leading music stores plugging the theme song, "We'll Meet Again," for his presentation of "Desiree." ... Among the state visitors were Tommy Bello, Capitol, Nanty Glo; Valoris Hayes, Regent, Linesville; Adolph Farkas, Lyric and Rialto, Johnstown; Mrs. Charles Trozzi, Central, Hermine; Herman Stahl, Drake, Oil City; Cuba Walker, Ideal Amusement Company, Johnstown; Bert Redfoot, Opera House, Winder; John and Frank Oglietti, Palace, Leechburg; Ralph Edleman, Mars, Mars; Harry Meyers, Gamble, Seward; and Emma Fry, Wampum, Wampum.

The local Stanley Warner Club recently held elections and new officers are Charles Comar, president; Ben Steerman, Paul Rich, and Sidney Newman, vice-presi-

dents; Mildred White, secretary; Harry McCartney, treasurer; and Ray Avery, chairman, guidance committee.

Kathy Darlyn, who appears in the water-skiing scenes of Cinerama at the SW Warner, made a personal appearance in conjunction with the first anniversary of Cinerama. Sam Rosen, vice-president, Stanley Warner Corporation, also was present.

## Ohio Columbus

The board of Independent Theatre Owners of Ohio sent a protest to Warners on the plan to release the cut version of "A Star Is Born" to small towns and subsequent runs. The Board said both full and cut versions should be made available "at least in Cleveland and Cincinnati territories" so exhibitors could have a choice.

Robert Wile, secretary, Independent Theatre Owners of Ohio, reported the resignation of Horace E. Shock, Lima, O., second vice-president. Shock is out of the theatre business. Vacancy will not be filled until regular elections at the state convention next year. ... Lee Hofheimer, former partner, H and S Theatres, was guest at the meeting of the board of Independent Theatre Owners of Ohio. Hofheimer, former treasurer, is moving about Jan. 1 to Norfolk, Va., his home town, where he will reenter theatre business. The board extended its appreciation to Hofheimer for his service to the organization.

Mrs. Ethel Miles has worked out a 13-weeks' Saturday matinee series for children at the Drexel, suburban Bexley, O. A committee of mothers selects the pictures from lists approved for children by Parents' magazine and the Motion Picture Association of America. The matinees will start on Jan. 8 and continue through March 26.

Albert Dolder, 76, stage manager, Masonic Temple, was seriously injured in a 20-foot fall at the temple. Dolder has worked at several local theatres during his more than 50 years as a stagehand. ... James M. Carroll, division manager, Quality Imports, Inc., was named the Beau Brummell of Columbus by the American Society of Beau Brummells. Robert Sokol, manager, Loew's Broad, presented him with the Brummell statuette.

The latest bulletin issued by the Independent Theatre Owners of Ohio covers the current no-censorship in the state; bidding; low price screens; the possibility of small theatres showing CinemaScope at 2 to 1; poor trailers; "This Is Your Army" showings; a form of "Bingo," which has turned up in TV; and other interesting topics.

Mrs. Millicent Easter, who was publicity writer for the old B. F. Keith here in the twenties, was hospitalized with pneumonia. In recent years she has been publicity manager, Southern Hotel. ... Harrold C. Eckert, assistant city editor and former theatre editor, Ohio State Journal, was hospitalized for observation.



## NEWS OF THE

## Territory

## Chicago

Sam Brodsky, U-I country salesman, retired after 30 years of service. . . . Robert Jacobson joined the IFE staff. . . . Engraved watches telling of their 25 years of service were awarded by Columbia to Mun Da Lano, office manager; Sam Lamansky, head shipper; and Emanuel Hester, assistant shipper.

Ben Cohen, a little past the 65 retirement milestone, retired from The Chicago Tribune art department where he had specialized in show business drawings. He has now branched into the freelance field.

Eddie Fitzgibbons went to the Paramount studios where he conferred with the other regional publicity men. . . . Gil Bartell, Filmack, holidayed with his mother in New York. . . . Manager Henry Stevens visited relatives in Wisconsin after closing the Twin Drive-In. . . . Erwin Noyer, Nortown manager, was well received in an address before the Rogers Park PTA.

Irwin Long, formerly with IFE, was named booker at Walt Disney Productions. . . . Jim Shields, chief in the B and K accounting department, came back from a vacation.

Peter K. Stamison, 82, owner, former Oriental, which he sold 35 years ago, passed on. He is survived by his widow and three sons. . . . Ralph Boice, owner, Strand, and Centennial, Warsaw, Ind., announced he will give the latter house, which he bought in 1951, a \$50,000 remodeling.

Morton Marks, toy tycoon, who has a host of friends among theatremen, sent a truckload of gifts to La Rabida-Jackson Park Sanitarium to brighten Christmas for the youngsters there. . . . Charles Beninati installed a wide-screen in his Ritz, Carlyle, Ill. . . . Max Roth added distribution of DCA films.

Theatreman James Coston and his wife are visiting their six grandchildren in California. Coston was recently elected president of the Police Pension Board on which he has served for many years. . . . Ray Bell closed his Roxy, Stonington, Ill. . . . Sam Kaplan, manager, Albert Dezel, Inc., announced the film was appointed to distribute "Intimate Relations" in Illinois, Indiana, and Wisconsin.

E. E. Alger and H. R. Alger held a cocktail party in connection with the opening of their new theatre offices in the Art Theatre Building, Peru, Ill.

The Negroa, Negroa, Ill., was reopened by Kermit A. Bushur under the sponsorship of local merchants. . . . Al Morey resigned as head of Officials Films here and joined Kling Films. . . . John Balaban, B and K chief, back from his hotel holdings at La Quinta, Cal., reports the spot has become a Mecca for the movie colony.

Seymour F. Simon, theatre attorney, has announced his candidacy for alderman of the 40th ward. He has the backing of the regular Democratic organization. He was graduated from Northwestern University in 1935 with Phi Beta Kappa honors and was winner of the Kirk Oratorical Contest. In 1938, he was awarded the Northwestern degree of Doctor of Jurisprudence after leading his class in scholarship for the three-year term. From 1938 to 1942 he was special attorney for the anti-trust division of the Department of Justice. He served in the Pacific area of the Navy from 1942 to 1945 and was awarded the Legion of Merit. He started his law practice here in 1946 and since then has won several theatre suits. Among his memberships are Variety Club, Standard Club, Chicago Bar Association, Albany Park Post American Legion, and Albany Park Bert Roller Chapter American Veterans' Committee, of which he has been chairman.

## Dallas

The Capitol, Amarillo, Tex., was gutted by an early morning fire, which also damaged a hotel and several stores. Owned by the Coon Estate, the theatre was operated by Trans-Texas Theatres, Inc.

## Denver

Ethel Merman, who makes Denver her home, and Mitzi Gaynor were here for the opening of "There's No Business Like Show Business" at the Centre. They were introduced to the crowd by Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres. Miss Merman was also present at the opening of the theatre during a spring snow-storm earlier this year.

The New State is being torn down by Norman Probst, who bought the house from Fox Inter-Mountain Theatres, to make way for a parking lot. This is the second house on Curtis Street that Probst has torn down for a parking lot.

Civic Theatres closed their four theatres the day before Christmas so the employees could be at home with their families Christmas eve. . . . Sandra LaBarbara has been added as secretary at Buena Vista. Marylee King, booker, is setting up a system to do the booking at the Denver office for the exchange centres of Salt Lake City, Omaha, Kansas City, and Des Moines.

Kenneth Lane Gwin, son of Mr. and Mrs. E. Merle Gwin, owners of the Zorn, Benkelman, Neb., has been nominated as a candidate for the newly set up United States Air Force Academy.

Wayne Barton, formerly in the theatre business in this territory, and lately in Phoenix, Ariz., has sold his interests there and is looking for a location in this area. . . . Seen on Film Row were Delbert Stewart, Torrington, Wyo.; Miss Marie Goodhand, Kimball, Neb.; Neal Breezley, Burlington, Colo.; J. K. Powell, Wray, Colo.; Lauren McConnell, Imperial, Neb.; and Larry Starsmore, Colorado Springs, Colo.

## Des Moines

The Iowa-Nebraska Allied have appealed directly to Walt Disney for more favorable terms in buying Disney films, pointing out that under his new set up his representatives deal only with first-runs and important circuits. Leo Wolcott, chairman of the Iowa-Nebraska Allied board, stressed that for many years the sub-runs and small town houses have played his films, even if they lost money on them, because "we felt your productions were of the wholesome, family type which did so much to raise the motion picture to its once high estate in public esteem." Wolcott wrote, "We do trust that you will create ways and means whereby these small theatres will be offered your productions, as released, at rentals they can afford to pay." The association also called upon the film companies to make a number of pictures available to the small exhibitors at fair, flat, and profitable rentals the houses can afford to pay, before the freshness of the pictures are gone. Those listed included MGM's "Gone With the Wind" and "Julius Caesar;" Paramount's "White Christmas;" 20th-Fox's "There's No Business Like Show Business;" Warner's "A Star is Born;" U-I's "Sign of the Pagan;" Columbia's "The Violent Men;" Disney's "Living Desert" and "Vanishing Prairie;" and U-A's "Sitting Bull."

## Kansas City

The Barlow, Bird City, Kans., owned and operated by L. D. Barlow, has been sold to Paul Wheeler. . . . Rube Melcher, former owner, Popper's Supply, died.

The KMTA spring convention will be held on March 2 and 3 instead of March 8 and 9 as previously announced. The date has been changed in order not to conflict with the MGM Ticket Selling Workshop. . . . John Scott, who was a booker for Republic for about 15 years, has returned to his old job there. George Gabbert has resigned.

R. P. Brous, president, Fox Midwest Theatres, has announced the sale of the State, West Frankfort, Ill., subject to a lease to Elfran Theatres, Inc., Jacksonville, Ill. The Jayhawk, Salina, Kans., has also been sold, subject to a lease to W. D. Fite.

## Los Angeles

Among the many Christmas parties held on the Row was the annual Yuletide celebration of the Warner Club at the exchange. . . . Harry Rackin, Exhibitors Service, is recuperating from surgery at the Queen of Angels Hospital. . . . Over 450 Film Row Club members and their friends attended the Christmas dance held at the Hollywood Athletic Club. . . . Walt Disney's Buena Vista Film Distribution Company has opened new offices on the Row with Wendell Bjorkman, formerly of RKO, in charge and Peter Thorne as Los Angeles sales representative.

Recovering at Kaiser Hospital was Ben Judell, independent distributor, who sustained injuries when he was struck by a vehicle while crossing the street. . . . Jack Dabbs, general manager, Mill-



stein-Mellinkoff Circuit, disclosed plans for the chain to build their first ozoner on a site in Torrance, Cal., which will have a capacity of 1500 cars. The theatre will be known as the Torrance and will be part of an operation controlling the conventional houses in Torrance, Stadium and Torrance, and also the Park and Gardena, Gardena, Cal.

Seymour Borde, RKO manager, checked in from a business trip to Phoenix, Ariz. . . . Booking and buying visitors included two San Diego, Cal., exhibitors, Sid Weider, Preferred Theatres, and Ed Shamberg, Spreckles, as well as Roy Wolf and Joe Sinay, Southside Circuit. . . . Harold Withwein, western division sales chief, Allied Artists, checked in from a trip to Denver and Salt Lake City.

A total of \$65,858 was passed out in Christmas bonus and drive awards to employees of the southern California division of Fox West Coast Theatres, subsidiary of National Theatres, Inc. The checks were distributed by Edwin F. Zabel, FWC general manager, at the annual get-together of 180 theatre managers, district managers, department heads, and home office executives in the Gold Room at the Ambassador Hotel and followed with a luncheon in the Embassy Room. Elmer C. Rhoden, NT president, made his first appearance before the theatre managers since he assumed the top executive post last October and declared that "the number one man in our organization is the theatre managers." He also announced details of a proposed incentive plan, called for increased showmanship efforts, and an increase in advertising budgets. Other speakers included Alan May, NT treasurer, who told of the new annual stockholders report; Bert Pirosh, FWC film buyer, who spoke on the new product; and M. Spencer Leve, new FWC southern division manager. Guest speakers included Frank Whitbeck, MGM ad chief, and actor Keefe Brasselle.

## Milwaukee

Federal Judge Robert E. Tehan approved the sale of the Century for \$92,500 to L. F. Gran, president, Gran Enterprises. The Century Theatre Company, which operates the theatre, is in bankruptcy reorganization in the Federal Court. The theatre has been closed since last August. Money from the sale will go to company creditors. Gran is former manager, Standard Theatres Management, and has television and other theatre interests.

Articles of incorporation for a new drive-in in the area were filed with the Secretary of State's office, Madison, Wis., but promoters of the project declined to give details. Known as Starlight Outdoor Theatres, Inc., the corporation lists Ben Marcus as its agent and Harvey C. Hartwig as its attorney.

## Minneapolis

W. H. Workman, MGM branch manager who has resigned, left for his home in Florida where he will live. . . . Howell Owens, MGM office manager, vacationed in Tennessee over the Christmas holidays. . . . Saul Malisow, 20th-Fox branch manager, is back from a Florida vacation.



Part of the recent program for Yvonne De Carlo, co-star, Allied Artists' "Tonight's The Night," during her appearance in Minneapolis and St. Paul for the northwest premiere of the film was a guest appearance at Minneapolis' leading department store, Dayton's. Her appearance was heralded by 40 posters on the main floor of the store and nearly 1,000 persons attended the fashion show in which she was presented. The film was at Radio City, Minneapolis, and Paramount, St. Paul.

Recent out-of-town exhibitors on the Row were Thomas Ward, Willow Lake, S. D.; Charles Pryce, Alma, Wis.; Arvid Olson, Pine Island, Minn.; Clarence Kaake, Duluth, Minn.; and Lauren Garnant, LeRoy, Minn. . . . Sally Allen, office manager's secretary, Paramount, left the exchange to move to California. She expects to join the staff of one of the studios.

Stephan Barutio was named managing director of "This Is Cinerama" at the Century, replacing Albert H. Rosen, resigned. He came here from Atlanta where he was associated with another business. . . . CinemaScope equipment will be installed in the Vogue at Arcadia, Wis., it was announced by John Leland, owner. . . . The Roxy, Mitchell, S. D., had a kiddie revue on its stage before Christmas. Ditto the State, here.

Worth Stocker purchased the Palace, Gettysburg, S. D., from Mrs. Jane Hoover. . . . C. N. Munger leased the Little America, Carthage, S. D., to Lyle Hendrix. . . . Preliminary work has been started on the new Northern Hills drive-in located between Deadwood and Lead, S. D. Owner is Leonard Steele, Spearfish, S. D. . . . Harold Kramer, Algona, Iowa, purchased the Ringsted, Ringsted, Iowa.

The twin cities premiere of Allied Artists, "Tonight's The Night" in Minneapolis and St. Paul at Radio City and Paramount theatres were backed with a big scale ad, promotion and publicity program with Yvonne DeCarlo, one of the stars, making a two day visit and a series of personal appearances. The promotion program was organized through the facilities of Minnesota Amusement Corporation with Ev Seibel, publicity and advertising director, working in coordination with Allied Artists' field representative Irving Shiffrin. Miss DeCarlo was accompanied by AA publicity and advertising director, John C. Flinn. Prior to the arrival of the star, the campaign involved a heavy penetration of radio promotion using five local stations. Besides using special transcrip-

tion spots featuring the voice of the popular "Lonesome Gal" of national radio fame, Radio City held a special preview tied in with WTCM. Two days before the preview the station's disc jockeys went into an around the clock series of plugs for the preview, offering the first five persons to phone immediately after the announcement of the mystery, preview tickets. Radio station WTON launched a search for three couples celebrating their wedding anniversaries during Miss DeCarlo's visit. This promotion offered a dinner date and guest at the opening of the film. The dinner party was recorded with Miss DeCarlo interviewing the three winning couples, and also received newspaper coverage plus WTON-TV newsreel plugs. The dinner was held at the Hotel Radisson with a leading bakery contributing a huge anniversary cake. Other appearances by Miss DeCarlo were at the radio, television station, newspaper offices, a students convocation open forum at the University of Minnesota, at Minneapolis' leading department store, where she was guest of honor during a fashion show. The store carried ads announcing the event with store posters heralding the event. She also appeared at the St. Paul's Women's City Club; and made a tour of historic mansions as part of a fund raising drive, whereby tours were sold to the public. Miss DeCarlo rode an old fashioned surrey for the benefit of newspaper and television photographers. The Minneapolis Star saluted the star with a four-column color shot used on opening day. While making personal appearances at two theatres, she was interviewed by disc jockeys in the lobbies. In addition to all of her other appearances, she appeared as surprise guest before an audience of 3,000 people at the Prom Ballroom finals of a month's long talent search. Starting two weeks prior to the opening the Radio City used a spectacular lobby display built around a turntable slide machine, illuminated with 12 color scenes from the film, 12 inches by 12 inches in size. Advance trailers and announcement of the appearance of Miss DeCarlo was featured in downtown and suburban Minnesota Amusement Theatres.

## Oklahoma City

Mr. Linford Pitts, Paramount salesman from Omaha, and his wife, Shirley, and children visited on Film Row on their way to Dallas. . . . W. D. Ferguson, husband of Edna Ferguson, inspectress, Paramount, passed away.

Blanche Camp, cashier, Paramount, spent Christmas with her parents in Oscaloosa, Iowa. . . . Gladys Wilds, inspectress, Paramount, flew to Albuquerque, N.M., to spend Christmas with her daughter, Betty. . . . Fran Johnson, contract clerk, Paramount, spent the Christmas holidays with her mother in Minco, Okla. . . . Tom McKean, salesman, Paramount, is vacationing in Florida.

Out-of-town exhibitors in town this week were Henry Simpson, Princess and Walmur, Bristow, Okla.; M. T. Sands, Kiamichi, Clayton, Okla.; Mrs. Bess Wilkie, State, Harrah, Okla.; E. M. Freiburger, Dewey, Dewey, Okla.; Gerald Bullard, Star, Morris, Okla.; Ray



Hughes, Liberty, Heavener, Okla.; B. J. McKenna, Oklahoma, Norman, Okla.; Bill Slepka, Crystal and Jewel, Okemah, Okla.; Robert McFarland, Corondo, Putman City, Okla.; J. E. Holt, Wigwam and Holt, Coalgate, Okla.; W. T. Kerr, Platt, Sulphur, Okla.; L. E. Brewer, Royal and Folly, Pauls Valley, Okla.; W. E. Jones, Star, Sand Springs Okla.; and Mr. and Mrs. C. W. Duncan, Avalon and Redskin, Wetumka, Okla.

## Omaha

The following is the newly elected crew of Variety Club of Omaha, Tent 16, Bob Hoff, chief barker; Max Rosenblatt, first assistant; Don Hammond, second assistant; Walter Creal, property master; and Hank McGrath, dough guy.

In a recent bulletin, Allied Independent Theatre Owners of Iowa, Nebraska, Southern South Dakota, and Mid-Central, many current industry topics are discussed including percentages and rental deals being asked by the various distributors in the territory; a request to Walt Disney not to "go out of this world" on prices for Buena Vista product; an analysis of current product, prices of equipment including anamorphic lens; data on the recent TOA-exhibitor meeting at Sioux Falls, South Dakota; playing of "This Is Your Army"; action against an enabling act to allow cities and towns to collect admission taxes, etc.

## St. Louis

Theatre owners of eastern Missouri, southern Illinois, and elsewhere in the area can look forward to good business in 1955, in the opinion of Henry H. Heimann, executive vice-president, National Association of Credit Men.

Film Row was saddened to learn of the death in Omaha, of Joseph E. Scott, 20th-Fox manager. Prior to being transferred, Scott had been a salesman here.

Loew's Orpheum was closed Dec. 23 and 24 for the installation of new stereophonic sound and CinemaScope equipment, plus redecorating and recarpeting to prepare for its new first-run policy.

Bess Schuller, owner, Columbia, entertained 1,385 boys and girls at the theatre's annual Christmas party.

Sol Hankin, veteran film exchange owner, manager, and theatremen, has been transferred from the Jewish Hospital to a convalescent home. John Karzin, another veteran film man, also is a patient in the same home.

Bernie McCarthy has resigned from the Buena Vista sales staff. . . . Mrs. Jim Hill, wife of the Warners salesman, has returned home after visiting with her sister in Los Angeles. . . . Jack Keiler, Columbia Amusement Company, Paducah, Ky., and Mrs. Keiler visited Washington and New York.

Out-of-town exhibitors seen along Film Row included Judge Frank G. Reller, Wentzville, Mo.; Joe Goldfarb, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Forrest Pirtle, Jerseyville, Ill.; A. P. Meier, Cuba, Mo.; Charley Weeks, Jr., Dexter, Mo.; Louis Odorizzi, Mount Olive and Staunton, Ill.; Izzy Wienshienk, Publix

district manager, Alton, Ill.; Eddie Clark, Metropolis, Ill.; Lee Norton, Sullivan, Ill.; Bob Johnson, Fairfield, Ill.; Bernard Temborious, Breese, Ill., and Charley Beninati, Carlyle, Ill.

Clarence M. Turley, co-owner, Ambassador and Missouri buildings, has been appointed chairman of the commission studying long-range needs for new housing in St. Louis, Mayor Raymond R. Tucker announced.

Leon Hufnagle, booker, Commonwealth Amusement Company, Kansas City, was host at a pre-Christmas party in his room at the Sheraton Hotel.

John Dugan, who retired from the sales staff of 20th-Fox, last September, entered upon his new duties as the territory representative of Buena Vista.

Sol Bank, who has owned theatres in various parts of Missouri and Kansas and is currently owner, Star, Vandalia, Mo., had a six-month sentence and a \$5,000 fine imposed on him after he pleaded nolo contendere to one count of a two-count federal indictment that charged him with income tax evasion.

In the suit of the Fanchon and Marco Service Corporation against the Moving Picture Operators Union, Local 143, an IATSE affiliate, a stipulation of agreement was filed and the plaintiff was granted leave to dismiss the cause without costs to either party.

Several weeks ago the owners and operators entered into a new wage scale and working agreement that apparently resolved the issues of the dispute.

In Granite City, Ill., the Bel-Air Drive-In, owned and operated by Komm Circuit, has recently put into service 200 new Radiant type in-a-car heaters purchased through the St. Louis branch of National Theatre Supply.

In Greenville, Ill., the Bond, Frisina Amusement Company, has installed CinemaScope projection and a Walker wide-screen purchased through National Theatre Supply.

National Theatre Supply, William C. Earle, manager, has recently installed CinemaScope with optical sound systems and Walker wide-screens in the following theatres of the Frisina Amusement Company, Springfield, Ill.; Roxy, Shelbyville, Ill.; Bond, Greenville, Ill.; Avalon, Lawrenceville, Ill.; and the Varsity, Decatur, Ill.. It has also recently installed CinemaScope equipment in the Will Rogers, owned by Southern Enterprises.

A number of drive-ins have closed, including Parkade, Columbia, Mo., operated by Mr. and Mrs. Herbert Jeane; Family, Dexter, Mo., under management of Mrs. Vernon Godwin and owned by the Yewell Lawrence Estate; Sky-Hi, Lebanon, Mo., owned and operated by Earl Hargis; Harrisburg, Harrisburg, Ill., owned by J. D. and H. H. Barter; and the Centralia, near Centralia, Ill., a unit of the Bloomer Amusement Company, Belleville, Ill.

In Vermont, Ill., the Vermont was closed for an indefinite period. The

house has been owned and managed by Robert and Mary Brinton.

General Hobart R. Gay, Mrs. Gay, and a group of other top officers from the Fifth Army headquarters in Chicago came in to attend the midwest premiere of the color documentary, "This Is Your Army" at Fanchon and Marco's Fox. An extra attraction was a salute to the army featuring the Fort Leonard Wood Post band and the Fifth Army Food Service 40-piece choral group. General Gay, Mrs. Gay, and the other officers were the guests of Mr. and Mrs. Edward B. Arthur.

Ray G. Colvin, executive director, Theatre Equipment Dealers Association, will speak on "What The Motion Picture Theatre Means to Your Town" at a meeting of the Jerseyville, Ill., Lions Club tonight (Jan. 5).

The Missouri-Illinois Theatre Owners, under arrangements made by Myra Stroud, managing secretary, again distributed gifts boxes to members of the armed forces who spent Christmas day here.

Herman Gorelick, co-owner, Realart, was in Chicago for a Filmmakers meeting at the Blackstone Hotel.

Harry H. Haas, manager, Paramount, has returned from Dallas, where he attended a conference of Paramount exchange managers at the Baker Hotel. . . . Bud Edele, United Artists manager, was in Springfield, Ill., on a business trip. . . . Jim Castle, Paramount advertising and publicity man, just returned from Hollywood with the latest information about VistaVision. . . . F. J. Lee, United Artists district manager, was in Minneapolis.

Funeral services for J. Clifford Austin, former St. Louisian, who died in Salt Lake City, were held in St. Margaret of Scotland Catholic Church. For 15 years prior to 1949, Austin was division manager in St. Louis for the Curtis Candy Company.

A. B. Jefferis, Piedmont, Mo.; Paul Stehman, Winchester, Ill.; Hugh Graham, St. Louis; and other members of the planning committee for the second annual convention of the National Allied Drive-In Theatre Association to be staged at Hotel Chase here on Feb. 8, 9, and 10, 1955, were in to confer with various persons interested in exhibits of equipment, supplies, etc., and other phases of the big gathering.

## Salt Lake City

Variety Club of Salt Lake City, Tent 38, announced the election of the following officers for 1955, Dick Stafford, chief barker; K. O. Lloyd, first assistant; Charles Walker, second assistant; Ed Montague, dough guy; and Howard Pearson, property master.

## San Antonio

The Interstate Theatre Circuit folks as a Christmas gift to the town's orphans held two special showings at the Majestic and Texas. . . . Jeannie Johnson was in town to promote the forthcoming showing of "Sign of the Pagan," to play Interstate houses. Following her



visit, she left for Houston, Tex., and other Texas cities. . . . Edward J. Swerk is planning to build a \$1,000,000 pleasure pier at Corpus Christi, Tex., on Corpus Christi Bay. Included in the plans are a theatre.

A local youth who argued it was his constitutional right to talk in a theatre and curse the manager learned that his rights were costly. He was fined \$50 in Corporation Court. The theatre manager told that he asked the boy to tone down his language while in the theatre, but the boy responded by cursing him and claiming constitutional rights of freedom of speech. The judge suspended \$40 of the fine, but warned the teen-ager he would have to pay it if he is brought up again upon a similar complaint.

Ann Francis is expected to make a state wide tour in behalf of her new picture, "Bad Day at Black Rock." She will open at Austin on Jan. 11; here, Jan. 12; Dallas, Jan. 13; Fort Worth, Jan. 14; El Paso, Jan. 15; Amarillo, Jan. 17; Lubbock, Jan. 18; and then to Denver on Jan. 19.

More than 550 Texas theatres observed Christmas week by showing a special film, "Victory Springs," starring Greer Garson and dedicated to the crippled children of Texas. It will be the fifth annual Texas Theatres Crippled Children's Fund for Gonzales Warm Springs Foundation, with collections taken up following each showing. The film is directed by Mervyn LeRoy and was produced at Warners.

Wayne Long, Corall Drive-In, Monahans, Tex., has installed a Manco-Vision screen, said to be the first of its kind in this part of the country. . . . Film star Gary Cooper was a two day visitor at Houston, Tex., in behalf of his latest United Artists film, "Vera Cruz." He then went to Dallas for a press, radio, and TV interview. . . . For the 19th consecutive year, the Interstate Theatre Circuit staged a special benefit show for the Bluebird Circle Hospital fund. Two showings were held at the Alameda and Garden Oaks. One each was held at the Eastwood, Tower, Alabama, Yale, River Oaks, Wayside, and Santa Rosa. A program of shorts and comedies were shown.

CinemaScope was recently installed at C. M. Anding's Halton and D. A. Dickinson's Varsity, Fort Worth, Tex. . . . Bob Euler, manager, Bonham Theatres, has announced that the Best will remain open here on a full seven day per week schedule. This was done because of the closing of the Bonham Drive-In for the season. . . . It was a baby girl to Mr. and Mrs. Frank Sheffield, Abilene, Tex. Father is assistant manager, Paramount. . . . Gene Hughes has succeeded Gwen Mulkey as manager, Texas, Denton, Tex. . . . Mr. and Mrs. Arthur Caywood have installed a new wide-screen at their Texas, Brady, Tex.

The Tex Drive-In, Port Arthur, Tex., has been purchased by Capri Theatres, Inc., Dallas, headed by Charles W. Weisenburg. Name will be changed to



Manager Lynn Krueger, Majestic, San Antonio, Texas, recently mounted a miniature stage on the sidewalk and pulled pedestrians with a shoeless "mystery girl" as a stunt for UA's "The Barefoot Contessa." Texans were tipped to the exploitation by stenciled footprints that led through downtown streets to the theatre.

the Capri. Charles Donaldson will be manager, replacing Howard Arthur, who managed for the Tex Drive-In Theatre Company. A six week remodeling program is being started which will include widening of the screen for CinemaScope, new driveway lighting marquee improvements, additional speakers, installation of a fountain in the stack bar, and cafeteria system in the concession stand.

Paul Klatt, manager, Lobo Drive-In, Monahans, Tex. has announced the completion of the installation of equipment to show the new wide-screen processes. . . . The Milam, Cameron, Tex., managed by Dean White, has been reopened and will operate on a full time basis. New seating, carpeting, and equipment for wide-screen films has been installed. . . . A six months pass to the Village, Port Arthur, Tex., was awarded a young boy by manager T. L. Dickey for staying all night in an antiquated old horse drawn hearse in front of the Village as a stunt for a midnight horror show.

## Seattle

Walter Hoffman, Paramount's regional publicity director, returned from a 10-day meeting in Los Angeles where he saw all Paramount product for the coming year and also met top producers, writers, and stars on the Paramount lot. . . . Leo Lantz is leaving for Miami, Fla., to look over the talent and hotel situation.

Mr. and Mrs. Howard Michael, he's a local theatre supplier, are leaving for a trip south to include San Francisco, a visit to Hollywood studios, and Las Vegas, Nev. . . . Peter Barnes, who headquarters in Toronto, was on the Row. . . . Jack Engerman, Northwest Releasing, returned from a trip to Chicago, Denver, and Salt Lake City and reports he has completed negotiations to reissue two more David Selznick films, "Notorious" and "The Farmer's Daughter."

Lois Toncheck, Northwest Releasing, went to Timberline for New Year's Eve. . . . Marlene Holman, former Seafair princess now attending the University

of Washington, was working full time during Christmas vacation at Northwest Releasing as assistant cashier.

The Seattle City Council license committee recommended renewal of the municipal license of the American, operated by Arthur Fox, after reviewing a new report from the Board Theatre Supervisors. Frank A. Ursino, board chairman, previously had asked the Council not to renew the license until Fox had promised to cooperate with the board. The board had reported that the theatre operator had been "uncooperative" when asked to limit the showing of "The French Line" to adults only.

Buck Smith reopened the Tenino, Tenino, Wash., which has been closed for quite some time. . . . Recent installations reported by Modern Theatre Supply include Hilex Val anamorphic lenses and CinemaScope equipment at the Craigmont, Craigmont, Idaho, owned by Henry Philpott, and a new RCA Dynalite screen, Hilex Val anamorphic lenses and CinemaScope installation at the Mode, Cottonwood, Idaho, owned by Cletus Uhlorn.

Paramount held their annual dinner dance at the Sorrento Top 'O the Town. . . . National Theatre Supply's open house was well-attended by exhibitors and Film Row personnel. . . . A gala event for Film Row youngsters was the annual Christmas children's party in Modern Theatre Supply's preview room. The program featured cartoons, favors, and refreshments. . . . 20th-Fox had its annual dinner party at Hewitt's Cafe.

A new Walker screen and an Altec Voice of the Theatre speaker system has been installed in the Neptune by National Theatre Supply. The firm has also completed installation in the Grand of a new Walker screen, anamorphic lenses, complete stereophonic sound system, plus new drapes supplied through Theatre Drapery Supply. . . . Regarding the recent reopening of the Tokay, Raymond, Wash., Dwight Spracher, in a letter of appreciation to Al Mushkin, Theatre Drapery Supply, expressed his satisfaction for the superb job of remodeling that his firm accomplished. Spracher stated that patrons were "amazed, startled, delighted, and pleased with the appearance of the new stage and auditorium as well as the new sound system and screen.

Sammy Siegel, Columbia fieldman, is in Salt Lake City. . . . Zollie Volchok's son Gary was confirmed in a Bar Mitzvah ceremony. The event was celebrated with a party in the Volchock home attended by over 125 guests. . . . Three Puget Sound youngsters returned last week from a trip to Hollywood. They made the trip as winners of the Roy Rogers Back-To-School contest conducted by Sears Roebuck and Company. The prize winners were Marlene Paulson, 12, and Kim Furney, 7, Seattle and Michael Endicott, 11, Tacoma, Wash.

The Neptune and Egyptian presented a "Cartoonoscope," 21 color cartoons, as a special children's Christmas program.



## NEWS OF THE

## Territory

Boston  
Crosstown

Samuel Richmond, who for the past two years has been manager, Beacon Hill, has resigned. No replacement has been named as yet. Richmond has planned a Florida vacation for three weeks, after which he will return to announce his new affiliation in the industry. He recently won a substantial settlement in his anti-trust suit against the majors in federal court here, which has been under litigation for four years since he operated the State, Lawrence, Mass. The Beacon Hill is owned and operated by Benjamin Sack, who spent the holidays in Nassau with his family. Continuing on as assistant manager is Harry Harding.

A fire at the Kenmore routed more than 100 patrons but there was no panic and no one was hurt. The fire started in the ceiling at the stage end of the house during the evening performance. The audience filed out quietly after the assistant manager Allan Philbrick stepped up front and in a calm way asked them to leave. Damages, estimated at more than \$15,000, were caused by water and the roof had to be repaired. A three-alarm fire was rung in with Fire Chief Stapleton responding to the second alarm. He later stated he could not discover the cause of the fire. Louis W. Richmond owns the theatre property and operates the theatre as an art house. He had booked the IFE opera film, "Aida," as the Christmas day presentation. He immediately announced that the theatre will reopen in about 20 days and will present "Aida" at that time. He had planned a press party for Sol Hurok, producer. This event will also be postponed until the theatre is renovated and restored.

The Strand, Pawtucket, R. I., which has had a labor dispute concerning the booth, has reopened its doors after settlement of the problems. It is a New England Theatres house.

In downtown Providence, the Westminster, formerly the Victory, will reopen on Jan. 12 under new management and a new policy. The Victory has been closed for a year and a half and at one time was operated by the Snider Circuit. The new lessees are Fred Rogers, Howard Levin, and Joseph G. Cohen, who have taken a long term lease on the property. Rogers and Levin will manage the theatre, while Cohen will handle the buying and booking from his Boston office. The publicity and advertising will be handled by Donis Dondis. Seating 900, the Westminster will be operated on a first-run art policy, with UA's "Hobson's Choice" as the initial presentation. At the present time, the theatre is undergoing renovations in preparation for its gala opening.

Eliminations announced by the Bureau of Sunday Censorship included

"Bread, Love, and Dreams," (Italian), parts 1 to 10 (Deletions: Eliminate English captions and accompanying Italian dialogue, "Loose morals," in part 1; eliminate English captions and accompanying Italian dialogue, "Marshal, with 5,000 lire dress she'd be a pushover!" in part 5). I.F.E. "Jesse James' Women," parts 1 to 9 (Deletions: eliminate dialogue, "What else do you like? I don't know but we might talk about it some time," in part 2; cut down on scene showing Kate and Waco fighting, in part 5). United Artists "Intimate Relations," parts 1 to 9 (Deletions: "To think that my son is being kept by a peroxided old woman," in part 2; eliminate dialogue, "You'll never marry that slut," in part 2; eliminate dialogue, "I'm glad that Michael does take money from that woman," in part 2; eliminate word "Slut," in part 7; eliminate dialogue, "I pictured your young woman as a slut," in part 7; eliminate dialogue, "She was your mistress," in part 8). Regal. "Paris 1900," parts 1 to 8, (Deletions: eliminate dialogue, "--to seduce me," in part 2; eliminate scene showing woman in bed receiving lover, in part 2; eliminate scene showing men entering and leaving urinal, in part 4; eliminate scene showing painting of nude women lying down in part 5). Regal.

## Film District

Jack Meyers, Hub Film Company, independent distributor, has added the foreign product of Times Film Corporation for the New England territory. . . . Sympathy to Irving Shapiro, head, Concession Enterprises, in the death of his father.

Bessie Cohen, booking department, 20th-Fox, is engaged to marry Samuel Szathmary, Brookline, Mass. No date has been set for the wedding. In the same office, Richard Young, Washington, has been assigned as an apprentice booker. . . . A gay Christmas party for the office staff at Embassy Pictures Corporation and theatre managers was tossed by Joseph E. Levine, president, at the Hotel Bradford. Guests enjoyed an evening of cocktails, steak dinners, music, dancing, and gifts. Attending were Joseph Wolf, vice-president, who was toastmaster; George Kraska, publicist; Frances Greenberg, secretary; Harold Levin, booker; Edna Barnet, bookkeeper; Lillian Linder, assistant; Ben Rogers, salesman; Joe Lahey, shipper; Peggy Mahoney, former bookkeeper; Lee MacCarron and Helen Burns, shipping room; and Arthur Stein, manager, Round Hill Drive-In, Springfield, Mass., and Fred Fuda, manager, Westfield Drive-In, both of whom came to town especially for the occasion. Joe Levine handed out bonuses to his group as a surprise Christmas gesture. . . . Several exchanges this year got together for a gala Christmas party at Hotel Hampton Court in Brookline, Mass., which was arranged by Ralph Iannuzzi, Warners' branch manager. Five industry groups gathered for dinner and dancing. These included the office staffs from Warners, U-I, and Metro exchanges, who joined forces with the staffs from National Screen Service and Affiliated

Theatres Corporation for a gay and festive social evening.

James M. Connolly, northeastern division manager, 20th-Fox, has been elected chairman of the examining board of the Boston Public Library System for 1955. He has served for four years on the committee and as chairman will head a group of 50 prominent citizens who examine the policies and practices of the library system.

New Haven  
Crosstown

Irving Hillman, manager, Roger Sherman, in competition with 350 other managers of the nation-wide Stanley Warner Circuit, won first national prize in the promotion and publicity contest and through it earned a trip to England with all expenses for him and his wife. Si Fabian, president, and Sam Rosen, vice-president, congratulated Hillman in New York recently. . . . The Howard made the front page of the Journal Courier when a boiler exploded in the basement of the building and 100 patrons were evacuated from the theatre. Manager Joe Calechman said that there was no damage to the theatre and the theatre returned to its regular schedule the day after the blast.

The big real estate news in the theatre industry was the announcement of the purchase of the Loew Poli Bijou building by the First National Bank and Trust Company for \$200,000. Proprietors of four stores on the ground floor of the Bijou have been ordered to leave the premises by May 1. However, the bank said that they had no immediate plans for the theatre structure, being purchased for future development of the bank. The 1500-seat movie house has been closed for two years. The Bijou was the first house in the late Sylvester Z. Poli chain, which grew to 26 major theatres.

Frank Braden, who at one time was in charge of publicity and promotion for the Poli New England Theatres, but returned to the Ringling Brothers-Barnum and Bailey Circus as press agent, was back in town, this time in the role of publicity representative for "Three Ring Circus" at Jim Darby's Paramount.

The Roger Sherman had a special kiddie show, sponsored by W. T. Grant Company Toyland, with tickets being distributed to the youngsters at Grant's toy section. . . . Crown publicized its pre-Christmas triple horror show in a clever manner. . . . Local theatres closed on Christmas Eve included the Forrest, West Haven; White Way; Capitol, East Haven; Howard and Lawrence; Lincoln; Strand, Hamden; Grand; and Fairmount. . . . Morris Rosenthal, Loew's Poli, had nice campaign of bally for "Vera Cruz." . . . When "Hansel and Gretel" played Roger Sherman, a local angle was worked into the theatre ads. It read, "Hear New Haven's own Helen Boatwright, the voice of the Dew Fairy." . . . New dinnerware deal started at the Grand. . . . Jim Darby had two special Boy Scout shows at the Paramount, featuring "Three Ring Circus" and "Jamboree."



## Meadow Street

Many theatres throughout the state closed on Christmas Eve to give their employees an opportunity to be at home with their families. Among those who shuttered were the Norwalk, Norwalk; Empress, South Norwalk; Pickwick, Greenwich; Greenwich Playhouse, Greenwich; Niantic, Niantic; Plaza, Windsor; Newington, Newington Center; Strand, Winsted; Strand, Seymour; Cheshire Cheshire; Meriden, Meriden; Palace, Stamford; Avon, Stamford; Stamford, Stamford; Ridgeway, Stamford; Barnum, Bridgeport; Hamilton, Waterbury; Ville, Waterville; Alhambra, Waterbury; Cameo, Watertown; Capitol, Waterbury; Tower, Waterbury; Groton, Groton; Colonial, Canaan; Wilkinson, Wallingford; Oak, Oakville; and Norwalk Drive-In.

Middlesex, Middletown, Conn., closed a week for new high fidelity sound improvements. . . . Shows for kiddies during the holiday included Sal Adorno's free movie party at the Palace, Middletown, Conn.; free Christmas kiddie matinee at Niantic, Niantic, Conn. Seymour, Conn., children were guests of the management of the Strand. Stanley Warner houses had kiddie shows at the Commodore Hull, Derby, Conn., 400 free records and comic books; Capitol, Ansonia, Conn., 400 records and comic books; Palace, Norwalk, Conn., free Christmas records and comic books; and Strand, New Britain, Conn., comic books.

The New Milford, New Milford, Conn., had a benefit show for St. Francis Guild. . . . Special showings of "Three Ring Circus" and "Jamboree" were scheduled for the Allyn, Hartford, Conn., for Boy Scouts and friends.

Ralph Civitello, former Devon, Conn., exhibitor, now doing oil paintings, has a picture of Jimmy Piersall, star Red Sox outfielder, which he has offered to Leavenworth High, Waterbury, Conn., as a gift. School officials are quite interested. . . . George Weber, former MGM office manager, and now Yale's official athletics photographer, recently finished the movie, "Yale Football Highlights of 1954," with Yale football coach Jordan Oliver doing the commentary. The film was shown to a group of up-state newspapermen and it was enthusiastically received. . . . Dick Carroll, Paramount office manager, received a nice publicity bit in The Elm City Clarion on his giving a Christmas movie party for the youngsters in his neighborhood with refreshments for the 35 kiddies present, including his daughter, Pat, who was celebrating her ninth birthday. Dick has sponsored these parties for the past 18 years.

## Circuits Loew Poli

With the purchase of the Bijou building by the First National Bank and Trust Company, two theatres operated by the Loew Poli New England circuit remain in New Haven, Loew's Poli and the Loew Poli College. The division office is located in the building with Loew's Poli and, consequently, will not be effected by the Bijou building sale. . . . Various circuit managers are setting bally for "There's No Business Like

Show Business." In Waterbury, Conn., Bob Carney made a tieup with the Musler Liebeskind Company and received a nice window, large ad in newspapers, and ladies fashion display in theatre lobby.

## Connecticut Bloomfield

The Blue Hills Drive-In has closed for the season.

## Hartford

Paul McNamera, six-year-old son of the Ray McNamaras, Allyn, took the spotlight the other afternoon at Mitchell Elementary School, Wethersfield, Conn. He served as master of ceremonies at the school's annual holiday party and the beaming McNamaras were front center.

Trinity College's newly-formed Cinema Club has scheduled a series of classics, one screening per month, through next April, with season tickets selling for \$1.50 each.

Bob Maurello, manager, Star, is home from a two-week vacation. . . . The Lockwood and Gordon houses in this area closed down Christmas eve. . . . New policy at the Colonial, Southington, Conn., has one complete performance nightly, starting at 7:30. Arthur Alperin is resident manager. . . . New price scale was announced at the Stamford, Stamford, Conn., matinee to 5 p.m., adults, 50 cents; evenings, Mondays through Fridays, 85 cents; children, 35 cents at all times; Saturday evening, all day Sundays, and holidays, adults, \$1.

The Glastonbury Zoning Board of Appeals has tabled the application of Jack Leitao to erect a drive-in. Board chairman Robert E. Goodrich said the application will be studied and given further consideration at the next meeting, slated for mid-January. Several area property owners protested the drive-in at the board's initial meeting on the subject. Leitao is an East Hartford businessman. The project would be first outdoor theatre for Glastonbury, Conn.

Sal Adorno, Sr., general manager, M and D Theatres, Middletown, Conn., hosted 225 Middletown Press newsboys at annual Christmas screening at the Palace. . . . Mrs. Hazel Florian, Lockwood and Gordon's Strand, Winsted, sold four merchants on co-sponsorship of her first annual children's Christmas party, with gifts, prizes and other novelties on program. Mr. Bobo, TV clown, also appeared.

## Middletown

Mike Adorno, assistant general manager, M and D Theatres, is in favor of pro-industry advertising on a consistent scale. A recent Adorno weekend ad for the Capitol, Middlesex, and Palace had copy praising new product and calling attention to the high budget films.

## New Britain

Nick Kounaris, 61, partner in the Newington, Newington, Conn., and Meriden, Meriden, Conn., died suddenly at his home here. At one time, he operated the

Roxy, now the Music Box, in New Britain. Kounaris also was president of the Crown Dairy and Ice Cream Company of this city.

## Newington

The Pike Drive-In has closed for the season.

## Norwich

Jack A. Simons, manager, Stanley Warner Palace, transferred to the circuit's Palace, South Norwalk, Conn. Replacing him here is Phil Allaire, formerly at the Palace, Torrington, Conn., and more recently assistant manager of the Strand, Hartford, Conn.

## Wethersfield

Lockwood and Gordon Theatres, in association with Seymour Levine, operator, Bowl Drive-In, West Haven, Conn., will build a 500-car capacity drive-in within Bridgeport, Conn., city limits this spring at a cost of \$250,000 according to Doug Amos, L and G's Hartford district manager. Amos is on a two-week vacation in Puerto Rico.

## Willimantic

Jason Theatrical Enterprises, operators, Palace, Torrington, Conn., and Bristol, Bristol, Conn., have acquired the Stanley Warner Gem for an undisclosed sum. George P. Haddad has been serving as manager of the downtown house for the past five years. Jason will install CinemaScope equipment and other innovations.

## Winsted

Vincent Vogellus, Jr., is the new doorman at the Lockwood and Gordon Strand. . . . The Litchfield County Hospital Auxiliary sponsored an evening performance of "Tonight We Sing" at the Strand, through a tie-up with house manager Mrs. Hazel Florian.

## Massachusetts Springfield

B and Q Theatres, which recently acquired the Arcade, reopened the attractively redecorated theatre on Christmas day after a brief shutdown.

Striking projectionists at five Western Massachusetts Theatres, Inc., houses returned to work following an agreement to a wage increase offer. Members of Local 186, AFL MPO, agreed to the management's offer, the nature of which was not revealed. A return to work occurred immediately. Of the five theatres involved, the Bing and the Casino, Ware, Mass., continued to operate despite picketing. The Rivoli, Chicopee; Wernick, Chicopee Falls; and Strand, Westfield were closed since the strike began on Dec. 3.

## New Hampshire Concord

The Concord Monitor, local newspaper, gave its carrier boys throughout the state a Christmas party at the Capitol. Frank Eldridge, manager, was host with the N. H. Savings Bank helping to foot the bill. . . . The Concord is now showing CinemaScope films.

## Dover

Strand gave away six free Christmas turkeys in a holiday show.



## NEWS OF THE

## Territory

New York City  
Crosstown

Seven hundred fifty New Englanders for the fourth consecutive year came to New York aboard a special New Haven Railroad show train to witness Radio City Music Hall's Christmas show. A semi-annual event on the New Haven since 1951 when New England Music Hall fans first began coming in such large scaled groups to see both the theatre's big yuletide and Easter stage shows and screen programs, the train this year was sold out to capacity, carrying theatregoers from as far north as Massachusetts to the Radio City showplace.

Harold Hecht and James Hill, executive producer and producer, respectively, arrived from Hollywood in connection with UA's "Vera Cruz." They plan going to London to begin preparations for "Trapeze," next Burt Lancaster starrer.

Leon J. Bamberger, sales promotion manager, RKO, became a grandfather for the fifth time when a daughter was born to Mr. and Mrs. Leonard Bloksberg, Bridgeport, Conn. . . . Murray Scher, assistant print department manager, 20th-Fox, and Doris Gabor, employed in the company's contract department, were married.

Charter of incorporation has been granted Brad Theatre Corporation, Brooklyn, N. Y., listing capital stock of 100 shares no par value. Filer was Isidore Katz, and directors are Harold Kafka, Jacob Needleman, and Arnold Skalky.

Nicholas M. Schenck, president, Loew's Inc., returned from the coast after attending the funeral of his sister-in-law, Ruth Selwyn Warburton. . . . Leonard Hirsch, home office assistant to Rudy Berger, MGM southern sales manager, returned from a visit to the southern exchanges.

Spyros P. Skouras, president, 20th-Fox, returned from Europe after an extended business trip surveying current film industry conditions and the



Oscar Hammerstein, II, was recently named chairman of awards of the Amusement Industry Division, Federation of Jewish Philanthropies' second annual "Mark of Achievements" luncheon, to be held in the grand ballroom of the Hotel Sheraton Astor on Jan. 20.

progress of CinemaScope overseas. . . . A display of photographs, theatre programs, and memorabilia from the period of actor Edwin Booth is being arranged by the Players Club as part of a special tribute to "Prince Of Players," 20th-Fox film premiering Jan. 11 at the Rivoli.

A distinguished audience of New York's leading social figures were guests of the Duke and Duchess of Windsor at a screening of 20th-Fox's "There's No Business Like Show Business" at the company's Little Theatre. A cocktail party preceded the showing.

Robert F. Blumofe, vice-president, United Artists, in charge of west coast operations, left by air for Europe to survey the company's production abroad. . . . D. A. Peterson, Altec Service Corporation western division manager, arrived from San Francisco for a series of important conferences with company officials.

Lilli Rose Brunner was married to Howard Allen Kalmenson, Warners vice-president in charge of distribution, in the ballroom of the Hotel Ambassador. The groom is account executive and merchandising manager for Amer-

ican Broadcasting Company's local TV station.

The noted playwright Moss Hart, who wrote the screen play for 20th Century-Fox's "Prince of Players," in CinemaScope, has arrived in New York for a series of promotional activities in behalf of the romantic drama opening Jan. 11 at the Rivoli. Hart, whose actress-wife Kitty Carlisle is starring on Broadway in "Anniversary Waltz," will participate in a series of newspaper interviews and appear on leading TV and radio shows to discuss the filmization of Eleanor Ruggles' best-selling book.

Jerry Lewis, starred with Dean Martin in Paramount's "Three Ring Circus," Loew's State, arrived for a vacation, accompanied by his wife and children. . . . It was learned from Paris, France, that ballerina Renee Jeanmaire had wed her former dancing partner Roland Petit. They intend to honeymoon here.

According to reports, the Criterion rang up the largest gross in the history of the theatre with Paramount's "The Country Girl," \$67,123. . . . "This Is Cinerama" announced its last six weeks at the Warner.

New Jersey  
Newark

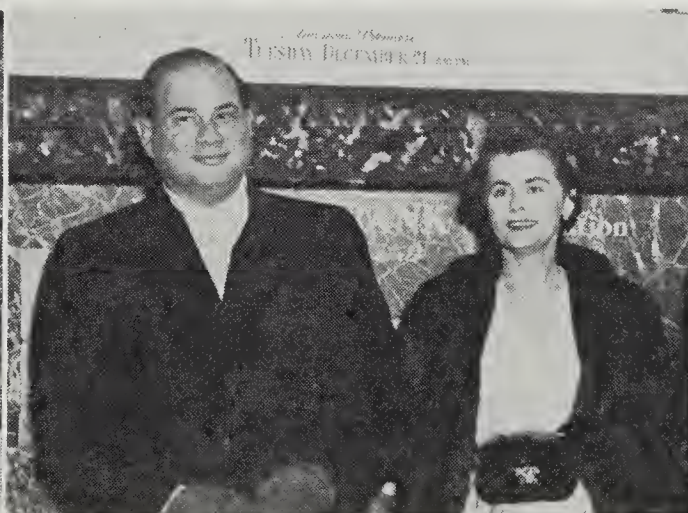
The annual Christmas party for the employees of Stanley Warner Management Corporation, Jersey Zone, was held at Mayfair Farms, West Orange, N. J. A delicious buffet luncheon was served, with dancing and music being enjoyed. A gift was presented to each employee, and drawings were held for door prizes. . . . Many of the Stanley Warner Jersey theatres ran sponsored kiddie shows for Christmas. The Ritz, Elizabeth, N. J., had a toy giveaway in conjunction with a kiddie show.

Helen Mulligan, who was connected with the contact department of Stanley Warner Jersey Zone for many years, resigned. Mrs. Mulligan plans to stay at home and was the recipient of beautiful gifts from her fellow employees.

Frank Damis, zone manager for many years, Stanley Warner Jersey Zone, who has resigned, was feted at the Westwood, West Orange, with a dinner by the executives of the office and his many friends. Damis was the recipient of a gift from the entire group. Charles Smakwitz, who succeeds Damis, was



Among those seen attending the recent benefit premiere of United Artists' "Romeo and Juliet," Sutton, New York City, were, left to right, Oleg Cassini, noted fashion designer; star Grace Kelly; Arthur B. Krim, president, UA; Robert S.



Benjamin, chairman of the board, UA; and Mrs. Benjamin; and Herman Becker, co-owner, Rugoff and Becker Circuit; and B. G. Kranze, UA general sales manager. Full proceeds of the benefit went to the March of Dimes.







Members of the Christmas show sponsored by New York's Cinema Lodge, B'nai B'rith for the patients of Will Rogers Memorial Hospital, Saranac Lake, N. Y., are seen being welcomed to the hospital by Dr. George E. Wilson, medical director. Seen, left to right, are Ned E. Shugrue, executive director of the hospital; Burton E. Robbins, president, Cinema Lodge; pianist Irving Sacher, in rear; Dr. Wilson; Dario Cassini, singer; Margie Coates, national director of silk and welfare for American Guild of Variety Artists and also a performer; "Professor" Ballantine, comedy magician; Buddy Roth, master of ceremonies; and Bob Coffey, harmonica player. Milt Livingston, vice-president and publicity chairman, Cinema Lodge, accompanied the troupe and took this photograph.

honored at a luncheon at the Robert Treat Hotel. Executives of the many film companies in New York and office executives attended.

## New York State Albany

Cooperation of Albany Variety Club and Colonie Lions Club in a camp project for underprivileged girls of the area was slated for discussion at a Variety meeting on Jan. 3. Chief Barker George H. Schenck invited Lions officers to attend the meeting. Possibility of a joint arrangement was suggested when officials of both groups met at Mayor Erastus Corning's chambers in City Hall for a "Times-Union" picture with Tim Anspach, who conducted a used car dealers' auction. Last year, Tent 9 received the net proceeds of a similar auction.

The Stanley Warner zone offices on the second floor of the Strand building were closed following the departure of Charles A. Smakwitz to his new post for the circuit in Newark, N. J. The third floor, with its screening room, probably will be used for storage purposes. James Totman, assistant to Harry

Feinstein, New Haven zone boss, will supervise the Albany sector, from New Hampshire.

"Hansel and Gretel," puppet feature which headlined the Christmas bill at the Palace, had an extra pitch for children via a three-day coloring contest conducted in cooperation with Albany Public Market and The Knickerbocker News. A total of 35 prizes were offered to youngsters.

Car giveaways by Fabian Theatres accelerated business for single nights in Albany and Schenectady, N. Y., during the pre-Christmas slowdown. Here, Palace and Leland were reported attracting good-sized houses with the promotion. Newspaper advertising called attention to "Surprise Nite . . . You May Be the Lucky Patron to Take Home the Prize Gift of Your Life!" A group insertion supplemented individual plugging by Proctor's Plaza, State, and Erie. Winner in Albany was a man present at Palace, already a car owner. The Chevrolet sedan was displayed in that theatre's lobby for two weeks prior to the big evening. Manager Bill With set up the promotion locally.

Guy Graves, Jr., son of Guy A. Graves, Schenectady, N. Y., city manager for Fabian and assistant secretary to Governor Thomas E. Dewey, was expected to join the Republican State Committee staff when W. Averell Harriman became chief executive.

A post-Christmas week vacationer was Norman Jackter, Columbia manager, who spent it with Mrs. Jackter and their three children in New York City. . . . Milton Levins, head booker-office manager, had charge in Jackter's absence. Jackter journeyed to Boston for a meeting with Boston and New Haven managers on the handling of Cinema-Scope pictures and prints. Company's first such release is "Violent Men." Jackter spent three days in New York, the week before the Boston confab, on business with Liggett and Florin and United Paramount Theatres.

A 34-year career in the Paramount exchange ended for Mrs. Marie B. Eddy, cashier and former office manager, when she retired at her own request. Mrs. Eddy is believed to have established the longest record of continuous tenure with a distributing company in Albany. The employees honored the veteran at the branch's Christmas party in Keeler's Restaurant when manager Dan Houlihan presented a handsome gift from fellow workers and exhibitors. Among contributors in the latter ranks were the Benton, Kallet, and Schine circuits. Eastern division manager Hugh Owen sent a letter of appreciation when Mrs. Eddy notified the company she planned to retire. Marge Doran, booker's secretary and a Paramount payrolee for 30 years, succeeded Mrs. Eddy as cashier. Another long-timer, Viola McKosky, ledger clerk, recently became a member of the Paramount 25-Year Club. Manager Houlihan presented Miss McKosky with a wrist watch and scroll to mark that milestone.

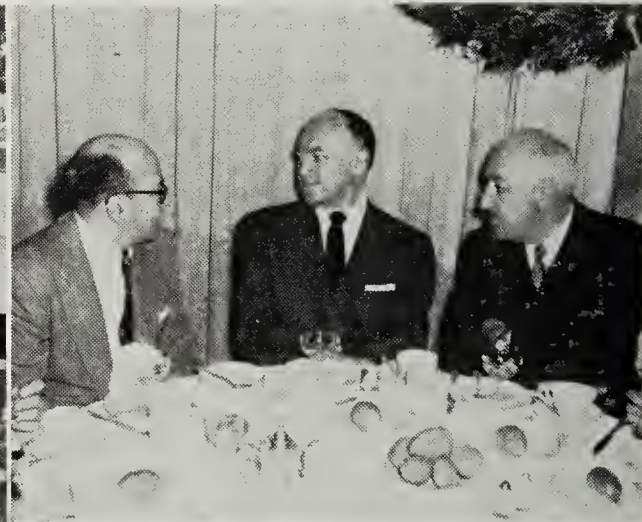
Edgar S. Van Olinda, film critic and columnist, Albany Times-Union, reported on the world premiere of Warners "The Silver Chalice," Schine's Pontiac, Saranac Lake, N. Y., after returning from



Harry Goffman, Brooklyn and Queens business representative, Movie Operator's Union, Local 306, was recently the recipient of a testimonial plaque given by the Movie Social Club of Kings County, Inc., Brooklyn, N. Y. In addition, he was presented a gold card signifying life membership in the club, comprised of several hundred projectionists of Local 306.



At a recent RKO regional sales meeting in New York City the release of Howard Hughes' Technicolor-Superscope special, "Underwater!" was discussed and a minimum of 32 openings in key branch cities was announced for early February. Nat Levy, eastern-southern division sales manager is seen addressing the session at the Hotel Warwick; and seen on the dais, left to right are Edward L. Walton, executive assistant to President J. R. Grainger; Walter Branson, world wide sales manager; Herbert H. Greenblatt, domestic sales manager; and Sidney Kramer, short subjects sales manager. At a luncheon during the meeting were, left to right, Milton Platt, assistant to the midwestern district manager and the eastern central district manager; Seymour Poe and Irving Lesser, both producers' representatives.







Seen recently at the American premiere of the prize-winning Japanese film, "Gate Of Hell," Guild, New York City, were, left to right, John D. Rockefeller, III, president, Japan Society; Shirley Yamaguchi, Japanese actress; and Jun Tsuchiya, Japanese consul-general

the Adirondack resort village with Ray Smith, Warners local manager.

Guests at Tri-State Automatic Candy Corporation annual Christmas party, in the Variety Club rooms, included Mr. and Mrs. John Gardner, Turnpike Drive-In, Westmore; Charles A. Smakwitz, Stanley Warner zone manager; Eugene Gannott, John Gottuso, Mrs. Marge Flanagan, Helen Schreck, and Jim Blackburn, Palace. Manager George H. Schenck played host. Schenck and his wife travelled to Buffalo for the yuletide celebration staged in Sheraton Hotel by Irving Fried, president, Tri-State, and Mrs. Fried.

### Kingston

The completely remodelled Broadway will be dedicated as the Community on Jan. 14 with a gala premiere of MGM's "Bad Day At Black Rock," it was announced by Walter Reade, Jr., president, Walter Reade Theatres. The modernization, which has been underway for nearly six months at a cost in excess of \$25,000 will make the new Community the show-place of mid-Hudson Valley. It will be one of the newest and most modern theatres in the entire state, if not the nation, Reade said. The renovations, which include a new Colonial-type front and a virtual complete rebuilding within the



Kinemins, electronically-controlled dolls from Michael Myerberg's "Hansel and Gretel," RKO release, were utilized recently to re-create this scene in a major display window of the East River Savings Bank, Rockefeller Center, New York. Credits in the display publicized the more than 100 New York area theatres which had the film as their holiday attraction.



Art Linkletter and other stars are seen talking to patients at the Will Rogers Memorial Hospital, Saranac Lake, N. Y., during their visit at the world premiere at the Pontiac, Saranac Lake. Seen are George O'Hanlon, Gonzalez-Gonzalez, Linkletter, and Tab Hunter.

four walls, is being accomplished without closing the theatre. Prominent political, civic, industry and social personalities will take part in the premiere, which MGM has selected as one of three in the entire country to be saluted on an industry-wide testimonial to the motion picture theatres. Several other film companies have pledged that they will join with MGM in assembling a group of important Hollywood stars for an in-person visit to Kingston for the premiere. Arrangements were made, Reade said, directly with Nicholas Schenck, president, MGM; Charles M. Reagan, MGM's general sales manager; and M. L. Simons, director, MGM's exhibitor relations department. Reade added that MGM's selection of Kingston as a recipient of the "salute" would bring the city nation-wide publicity, since MGM will utilize its entire public relations facilities to focus attention on the event. He said his organization and MGM are working on plans to bring New York City newspapermen and representatives of the news wire and feature services to Kingston by special train or bus for the premiere. Help of Kingston officials, clubs, and business organizations in making the premiere a community-wide event will also be sought, Reade said, stating that he is working with Station



In connection with the recent showing of U-P's "Saskatchewan," this display was set up in the lounge of the Roosevelt, Union City, N. J., with the co-operation of Trans Canada Airlines. From left to right are stewardesses Helen Shead and Dolores Pothier, examining the display, and miniature models of TCA planes, some of which were presented to patrons.



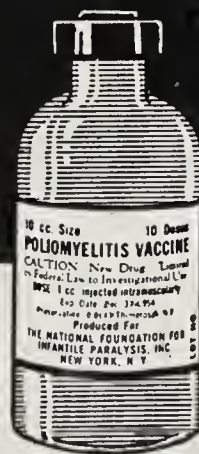
Robert Shapiro, managing director, New York Paramount, recently used a blow-up of the Women's Home Companion display plugging the condensation of Thomas B. Costain's "The Silver Chalice," the Warner picturization of which is current at the theatre.

WKNY-TV, Kingston, to secure remote TV equipment in order to cover the premiere "live" direct from the theatre. MGM's participation is in line with the company's policy of saluting the nation's theatremen during 1955 to make the public aware of exhibition's importance.

### Poughkeepsie

Mr. and Mrs. Harold Greenberg announced the wedding of their daughter, Ilene, to Stanley Tannenbaum, Atlantic City, N. J. Greenberg will be remembered as a former industryite, associated with Paramount Theatres for 25 years. He is now in the restaurant business here. The groom's father, Sam Tannenbaum, is a prominent Atlantic City, N. J. exhibitor.

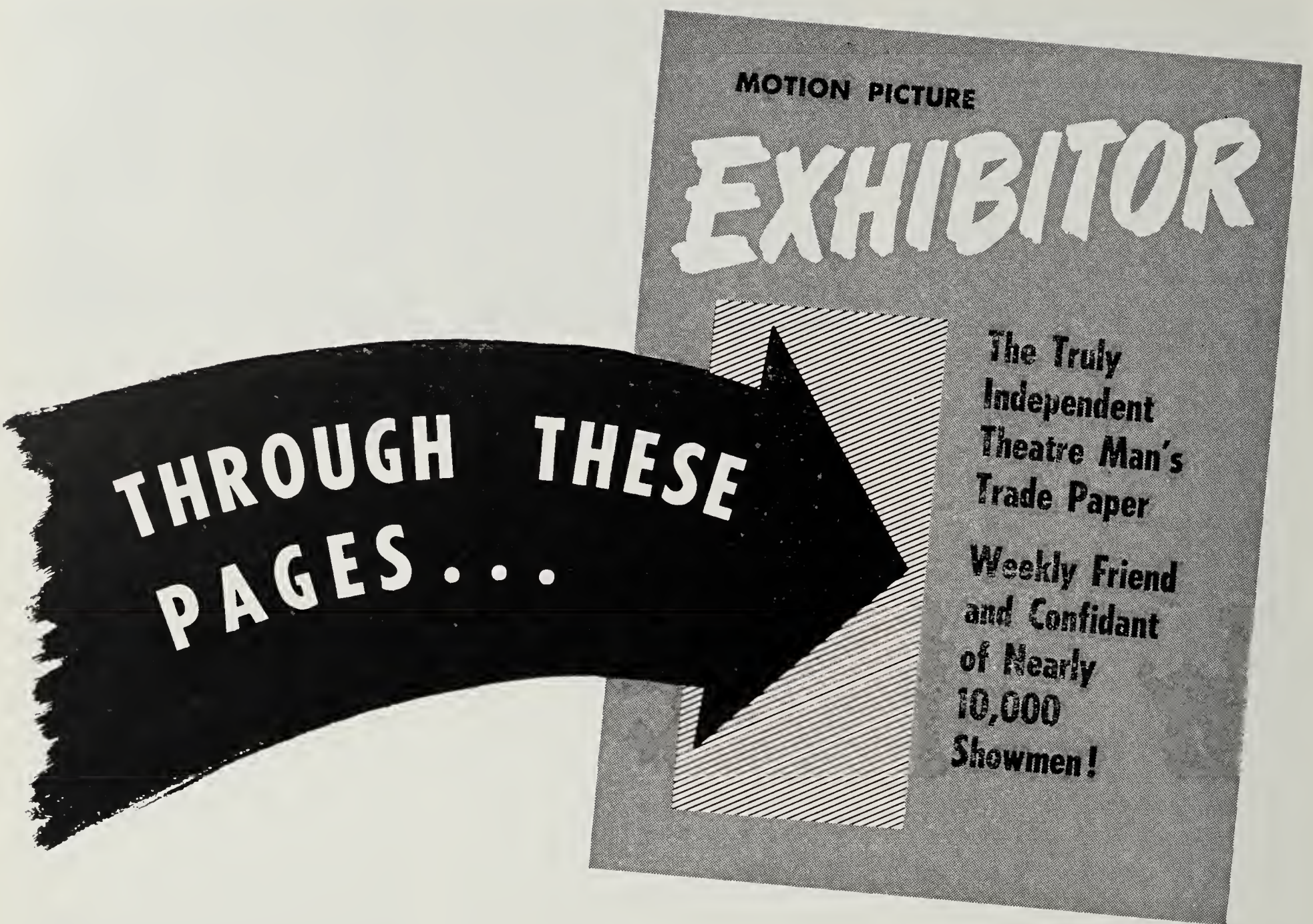
## Polio Vaccine Facts



- Developed by Dr. Jonas Salk under March of Dimes grant.
- Inoculation of 425,000 children in 44 states financed by March of Dimes.
- Results of vaccine evaluation by University of Michigan expected before 1955 polio epidemic season.
- Effectiveness of Salk vaccine being determined at a cost of \$7,500,000 in March of Dimes funds.

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## NEWS OF THE

*Territory***Philadelphia  
Crosstown**

Mara Corday, U-I star visiting for advance promotion on "So This Is Paris," William Goldman's Midtown, developed an unusual publicity channel. Realizing that she had some last minute Christmas shopping to do, Miss Corday visited Wanamaker's and was impressed by the courteous service provided by one of the store's sales clerks despite the Christmas rush. Miss Corday invited the clerk to be her "pal for a day" and the girl accompanied her on her promotional rounds including a visit to the local hospitals, appearances at radio and television stations, and the dedication of the new municipal indoor tennis court. The promotion was developed by Ted Vannett, Goldman Theatres advertising and publicity head, aided by U-I promotional representative Milton Crandall.

The Boyd announced the "last seven weeks" of "This Is Cinerama," now in its second year. This may indicate that the local Cinerama house may get the world premiere of the second Cinerama attraction.

The public and parochial schools distributed 238,000 special student tickets for the run of RKO's "Hansel and Gretel," SW Stanton.

Condolences are extended to Cy Shaltz, Adelphia Associates, and his wife due to the death of their son, aged 12, who passed away after several months hospitalization.

Jack Weiss' "The Miracle Of Mother Cabrini" did nicely at the Riviera, Manayunk. . . . The Troc, the town's burley, reopened for the New Year, after several weeks closing.

**Vine Street**

Jack Harris, vice-president-sales manager, Exploitation Productions Incorporated, returned from a tour of southern exchange centers. He met with independent exchange men in each area and appointed distributors for the first two EPI releases.

Jack and Joe Engel, Screen Guild, were enthused over becoming franchise holders for the new Distributors Corporation of America.

Lewis Heiber, son of Ed Heiber, became the father of a girl born in Chicago. This makes the U-I branch manager a granddad for the first time.

Tri-States Buying and Booking Service announced it is now handling the Sky-Vue Drive-In, Gratz, Pa.

Mr. and Mrs. Henry Friedman are planning a European trip to visit their son, Corporal Aaron Friedman, who is stationed in Stuttgart, Germany. . . . George Sobel, Joe Schaeffer, Phil Gerson, and Mr. and Mrs. Edward Jaffe were among those basking in the Florida sun on holiday season vacations.



"Fabian's Fabulous Forty" Philadelphia zone prizes were recently distributed by Ted Schlanger, center, standing, zone manager, Stanley Warner Theatres at a meeting in which the 17 winning managers participated. The winners, seated, from left to right, are Dominick Lucente, manager, SW Broadway; Ray O'Connell, manager, SW Capitol, Lancaster, Pa.; Jack Allen, manager, SW Lindley; Dave Fishman, manager, SW Manor; Robert Kessler, manager, SW Benn; and Al Plough, manager, SW Stanton.

**District of Columbia  
Washington**

PARAMOUNT — Jean Sibley, clerk, is vacationing in Clarksburg, W. Va., visiting relatives and friends. . . . Ida Green, cashier, is celebrating a birthday. She has completed 25 years of service with the local branch. . . . Jeanne Dixon, picture reporter, had a birthday. . . . Mike Weiss, exploiter in Philadelphia, was a visitor at the exchange.

NATIONAL SCREEN — George Nathan, salesman, had a birthday. . . . Harry Low, salesman, and wife spent the holiday with his family in New York. . . . NSS employees held their annual Christmas luncheon.

MGM — Francis Botasnick, switchboard operator, visited her folks at Widen, W. Va. . . . Tom Cosgrove, salesman, spent his vacation at home. . . . Metro gang is all steamed up about the forthcoming motion picture theatre celebration campaign, in which the office is eligible to participate in bonus money.

RKO — The office surprised Joe Kushner, office manager, with a cake for his birthday. . . . Kushner was presented with two initialed bowling balls plus a bag to carry his bowling equipment. . . . Norville Price, booker, had a birthday. . . . Bette King, clerk, is home ill. . . . Mrs. Verda Lee, booker, visited her family in Oil City, Pa.

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Above may be seen some of the happy children who attended Christmas parties recently at the SW Maryland and Colonial, Hagerstown, Md. City manager George Payette made arrangements for the shows with the five local C.I.O. unions.

COLUMBIA — Sid Zins, exploiter, is happy over the fact his brother Les Sands, will resume his all nite radio show on WWDC, . . . Sam Galanty, division manager, is vacationing in Florida.

U-I — Harold Saltz, branch manager, is spending a week in New York. . . . Joseph Gins, district manager, was here on business. . . . The local sales force returned from Boston after a series of meetings.

George O'Malley, stagehand, Capitol, is vacationing at home in Cumberland, Maryland.

Carl Fasick, publicity, Loew's New England, visited friends here. . . . Don Zablenki, Loew's Columbia, left to be married in Michigan. . . . John Sherry,

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Ben Casamassa, manager, Somerville Drive-In, Somerville, N. J., as the result of the introduction of in-car heaters in this section of the country, is still operating seven nights weekly at the 1,100-car spot, which has a 126-foot screen, one of the largest in the country.

painter, died suddenly. Sherry was employed by Loew's for the last 15 years.

Sid Hoffman, manager, Metropolitan, won a \$500 bond for his campaign on "Robinson Crusoe." Hoffman's campaign was voted best in the circuit.

Claude Land, manager, Silver, is happy over the fact that he won a \$500 savings bond for the best series of promotions in the Stanley Warner Circuit.

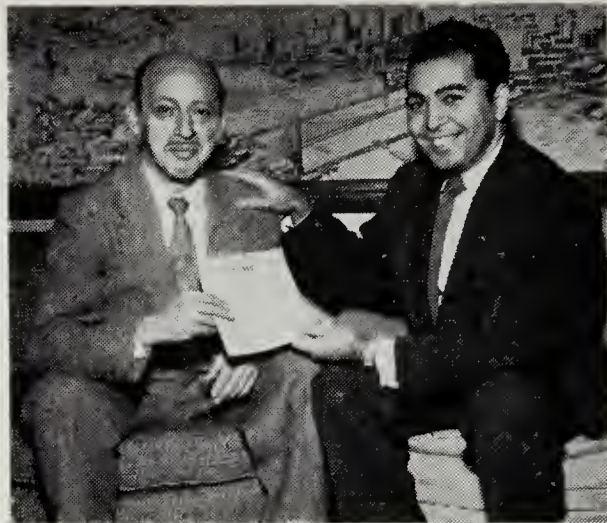
For the engagement of "Three Ring Circus" at the Ontario, Bob Carroll, manager, adopted the sawdust motif of a circus. The theatre sold cotton candy and pink lemonade. As an extra treat for the kids the management hired a clown and barker for street ballyhoo. . . . Marvin Goldman, general manager, Ontario, was host to orphans of the metropolitan area. The children were treated to a special showing of "Three Ring Circus." . . . Ontario repainted its main lounge and staircases.

The Colony management announced it has installed a new wide-screen.

Jerry Baker, managing director, Keith's, is happy over the fact that his house now installed a new ladies lounge,



The Warner, Reading, Pa., recently co-operated with the Marine Corps and local council welfare agencies in having a children's "Toys For Tots" special kiddie show with admission by toy only. Left to right are manager Birk Binnard; William Kline, Council of Welfare Agencies; Rev. Mervin Heller; Captain Piedmont, U. S. Marines; and Clara Williams, on toy barrel, from St. Catherine's Orphanage.



Sam Gould, manager, Penn, New Castle, Pa., now district manager, Harold Eskin Theatres with headquarters in the Strand, Greensburg, Pa., recently received a check from MGM field representative John L. John for winning second prize in a "Rose Marie" contest.

which will give Keith's a ladies lounge on all floors. Keith's has an interesting display in its lobby. For "20,000 Leagues Under The Sea" Baker promoted a "Diving Jake" which shows the complete equipment used by deep-sea divers. The "Diving Jake" was loaned to Keith's by the Navy Deep Sea Diving School.

VARIETY CLUB—Seen along the Row were Ivan Rosenbaum, Neighborhood Theatres, and Bob Gruber, Glen Burnie. . . . The Variety Club membership committee has approved the following for regular membership, Joseph Weinstein, account executive, Kal, Ehrlick and Merrick Advertising Agency; Robert W. Jonscher, manager, Station WMAL; and Donald L. Hearn, nightclub editor, The Washington Daily News; for associate membership, Harold R. Robinson, manufacturers' representative. . . . Tent 11 planned a gala New Year's Eve party in the Variety Club rooms, with music, dancing, noisemakers, hats, favors, a floor show, a 2 a.m. breakfast, prizes, etc., all at \$3.50 per person. . . . Eric Shinkel, Variety Club member, is now working at the fabulous new Fontainebleau Hotel in Miami Beach, Fla. . . . Sam Galanty, Variety Club dough guy, spent a week in Miami Beach, Fla., over Christmas and New Year's. . . . The Variety Club Christmas decorations received much favorable comment. Alan Bachrach has for many years handled this particular job. . . . The first Board of Governors meeting of 1955 will be held on Jan. 17 in the executive room of the Willard Hotel. New Chief Barker Alvin Q. Ehrlich will preside.

—T. C.

## Delaware Wilmington

A proposed ordinance which would reduce the city license fee for motion picture theatres from \$600 to \$300 was introduced in City Council. The measure, sponsored by Councilman Pierce V. Marvel, would add 10 cents a seat to the fee for all cinemas with more than 750 seats. On Marvel's motion, the ordinance, given its first and second readings, was referred to the finance committee.

Theatres closed for the day before Christmas included Ben Shindler's Ace;



## Star Caravan To Philly Grows

PHILADELPHIA—Rita Gam, glamorous U-I star; Paul Gregory, producer of the recently formed Gregory-Goldman Enterprises; Alfred W. Schwalberg, president, Paramount Film Distributing Corporation, and his wife, former silent film star, Carmel Myers, signified their intention last week to join the Hollywood caravan to the dedication of the Nickelodeon in Franklin Institute.

Participating in ceremonies for the Nickelodeon, a functioning replica of the earliest movie houses, on Jan. 18 will be top acting, directing, and production personnel from the motion picture capital. Academy Award winner Donna Reed and director George Sidney have also announced their intention of attending the dedication of the "shrine to the motion picture industry."

One of the principal events of the dedication ceremony will be the presentation of a medallion to Charles Laughton by S. Wyman Rolph, president of the Institute. Laughton will be the first non-scientist in recent years to be welcomed to life membership in the Institute.

In addition, Laughton will be the first celebrity to have his hands and feet impressed in concrete on an area before the entrance to the Nickelodeon. This area, now boarded, will be replaced, slab by slab, by concrete, on which prints will be impressed as celebrities visit the Nickelodeon.

Two additional events will be part of the Nickelodeon dedication. They are a luncheon given by the Franklin Institute preceding the Nickelodeon opening, and a dinner by the Motion Picture Associates of Philadelphia that evening at the Bellevue-Stratford Hotel. Also, the entire membership of the Franklin Institute, about 7,000 persons, has been invited to attend a special evening at the Nickelodeon on Jan. 21.

Donor of the Nickelodeon is William Goldman, head, William Goldman Theatres and Gregory-Goldman Enterprises, who is also general chairman of the MPA dinner. In keeping with the theme of cinema history, the \$25-a-plate MPA dinner will honor four area pioneers of the motion picture business who started back in nickelodeon days, according to Sam Diamond, branch manager, 20th-Fox, and president, Associates. They are Al Boyd, Ben Amsterdam, Abe Sablosky, and William C. Hunt. Proceeds of the MPA dinner will go to the welfare committee of the group.

John Koczak's Earle, New Castle, Pa.; and Dan Cudone's Edge Moor. . . . The Earle held its annual pre-Christmas matinee for kiddies. . . . The Edge Moor held special matinees daily during the week before Christmas. . . . The recently reopened Park announced plans to install CinemaScope. . . . H. S. Eskin's Arcadia held a television giveaway. . . . The SW Grand gave away prizes and candy at a Christmas Eve show. . . . Thanks to all in the trade who sent us Christmas cards.

—H. L. S.



Mrs. Albert Zlatin, president, Variety Guild, Ladies Auxiliary of Tent 19, Variety Club, Baltimore, Md., recently presented to Chief Barker Rodney Collier a check for \$1,000 for the Tent's charitable activities.

## Maryland Baltimore

With an election coming up Jan. 10, the Motion Picture and Television Operators Union has nominated the following, John P. Codd, president; Earl Jackson, Jr., and Harry Bauer, first vice-president; Edward Silver and Leonard Cluster, second vice-president; Edwin Wyatt, recording secretary; Harry Kuzmal, financial secretary; William Holthaus, treasurer; Robert Cramblitt, sergeant at arms; and Charles Reisinger, business agent.

Leon Back, president, Allied Motion Picture Theatre Owners of Maryland, spent the past week in Atlantic City, N. J. . . . Edward Kimpel, Sr., manager, Leader, returned to duty last week, having recovered from injuries received in an auto accident early in December. . . . The Rialto, Rome Circuit, was closed the week before Christmas for redecorating. It reopened Christmas Day.

Ray Trumble, general manager, New and Keiths, for Jack Fruchtman, had his mother and father in town from Kansas for the holidays. They hadn't seen their son in several years. . . . Ted Kirwan, manager, New, and Mrs. Kirwan were in New York to see the musical hit, "Kismet." . . . Rodney Collier, manager, Stanley, with Mrs. Collier and their young daughter, visited Collier's relatives in Washington for a Christmas eve family dinner.



This attractive music store window display was used recently as part of the promotion on Warners' "A Star Is Born," Warner, Reading, Pa.

Hank Howard, RKO's Philadelphia office, was in town for advance on "Hansel and Gretel" at the Mayfair. . . . Jack Sidney, head of Loew's, here, put on a screening for the press and radio of "Deep In My Heart" at the Valencia. . . . Ted Routson, manager, Playhouse, is a patient at Sinai Hospital with pneumonia.

—G. B.

## Hagerstown

SW Maryland recently sponsored a bus load of church people who attended a showing of "This Is Cinerama" at the Warner, Washington. City manager George Payette arranged the trip.

## Leonardtown

Over 1,000 happy kids attended the Christmas party staged at the Park, Lexington Park, Md., which had them as guests at a cartoon show and presented them with fruit, candy and popcorn as they left the theatre to see Santa Claus in the person of manager T. L. Harrison, Jr., arriving on the Volunteer Fire Department truck. . . . Ray Trumble, promotion manager, Jack Fruchtman Southern Maryland Theatres, received a surprise visit on Christmas from his parents, Mr. and Mrs. E. F. Trumble, Pittsburgh, Kans. Trumble and his wife are house hunting in and near Baltimore, Md., since Fruchtman has taken over the Keith and New there.

Mr. and Mrs. Nat A. Hodgdon operated the Park and Plaza, Lexington Park, Md., on Christmas day so that



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**Theatre Installations  
and Maintenance**





Guests at the recent 16th annual dinner and dance of Variety Club, Tent 19, Baltimore, Md., included, left to right, Jake Flax, international representative; Jack Whittle, chief barker-elect; James Pollack, ex-chief barker; Rodney Collier, chief barker; and Jack Beresin, past chief barker, Variety Clubs International.

the rest of the staff could spend the time with their families. . . . Evan's Pier has closed for repairs but will re-

open on Jan. 8 completely repainted and refurnished.

### New Jersey Atlantic City

Stanley Tannenbaum, son of Sam Tannenbaum, prominent local exhibitor, was married to Ilene Greenberg, daughter of Mr. and Mrs. Harold Greenberg, at Poughkeepsie, N. Y. Greenberg will be remembered as a former industryite, associated with Paramount Theatres for 25 years. He is now in the restaurant business in Poughkeepsie. Many film men attended the affair.

### Trenton

RKO management materially boosted business at the Trent, one of its eight houses, during the holiday showing of film musical fantasy "Hansel and Gretel." Theatre ticket admissions were awarded in prizes to 20 teenagers in a coloring contest sponsored jointly by RKO and The Trentonian.

A New York City department store branch was opened on the site of the old State Street. The big store necessitated purchase of the theatre and 10 adjoining stores and office properties.

### Pennsylvania Allentown

Manos Enterprises, Inc., has purchased a controlling interest in the Super Skyway Drive-In Theatre Corporation. Sol Shocker will remain as managing director and stockholder. The drive-in will reopen on about March 15 and will be enlarged to 1,000 car capacity.

### Lancaster

Fire chiefs of the four companies in East Lampeter Township registered a formal complaint against motorists blocking McMinn Road, west of the Skyvue Drive-In. They told Township Supervisors that the road is sometimes completely blocked for as long as an hour after the movie ends, making it impossible for fire equipment to enter if a blaze should break out. After investigating several alternatives, the supervisors issued a warning to the owner that one lane must be kept open for inbound traffic at all times. Persons living back on McMinn Road also complained that sometimes they are forced to go five miles out of their way to drive home when the road is jammed. It was said that theatre traffic is directed

by officers, usually a constable, hired by the theatre owner.

### Reading

Several hundred local citizens, a trainload who went to New York for a one-day trip and saw "Deep In My Heart" in Radio City Musical Hall, will probably go to see it again when it comes to Reading. Sigmund Romberg, the central figure, was a young restaurant orchestra conductor here more than 40 years ago.

Elaborate decorations in lobbies and for the exteriors of theatres here were features of the holiday. Many school and college groups held parties in some of the larger houses.

Some of the suburban movie houses skipped matinees on Christmas day.

Manager Bob Diehm, Loew's, resurrected Reading's traveling billboard, mounted on a big truck, for "Deep In My Heart" publicity. As the truck was frequently tied up in dense holiday traffic with police powerless to complain if the truck had to stand in line for long periods, Diehm got extra value out of the billboard.

Paul E. Glase, theatre librarian of note and manager, Embassy, and other Fabian interests here, has a postal card prospectus in which a New York investment firm offered to sell stock in the David W. Griffith Enterprises of more than 40 years ago, and he also has a program of the old Liberty, New York, the showing of "Birth of a Nation" in 1915.

### Scranton

Jane Wright, Comerford, has resigned, and has been replaced by Josephine Roberto, Capitol, who is succeeded by Mary Doughton. . . . Jane Williams, Capitol, was hostess to a group of fellow cashiers and candy girls of the Comerford Corporation at a buffet supper held last week at the Blue Lantern Restaurant. . . . A former employe of the Granada, Robert Lonergan, was reelected to his 16th consecutive year as executive director, Pennsylvania State Council of public employees. . . . The son of Mary Fahey, Capitol, John Fahey, a fourth year medical student at Georgetown Medical School, is expected home for the Christmas Holidays.

### Virginia Tappahannock

The new Wartap Drive-In will be located on the Hall property just one mile east of Tappahannock on the Warsaw-Tappahannock Highway, according to an announcement by George Clanton, local exhibitor, who is building the theatre.

### Variety Club Tent 13, Philadelphia

Members are urged to get their reservations in at once for the dinner on Jan. 10 honoring incoming Chief Barker Louis J. Goffman and outgoing Chief Barker Norman Silverman. This Bellevue-Stratford Hotel affair will feature an address by Morris Wolf. . . . The New Year's eve party proved a big success.

## BOX OFFICE STATEMENTS

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## Allied Artists

(1953-54 releases from 5401;  
1954-55 releases from 5501)

(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- BOB MATHIAS STORY, THE**—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.
- BOWERY TO BAGDAD**—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).
- CRY VENGEANCE**—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—(5504).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- HUMAN JUNGLE, THE**—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- KILLER LEOPARD**—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).
- PORT OF HELL**—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue—(5505).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

### TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace—(5508).
- CODE 3**—Bill Elliot, Keith Larsen, Helene Stanley.
- HIGH SOCIETY**—Leo Gorcey, Huntz Hall, Amanda Blake.
- SEVEN ANGRY MEN**—Raymond Massey, Debra Paget, Jeffrey Hunter.
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor).
- SWEET CHARITY**—Richard Conte, Constance Smith.
- TARGET EARTH**—Richard Denning, Virginia Grey, Kathleen Crowley—(5503)—Leg.: B.
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—(5506)—88m.
- TREASURE OF THE RUBY HILLS**—Zachary Scott, Carole Mathews.
- WARRIOR, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).

## Astor

- SLEEPING TIGER, THE**—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

### TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrard, Carmilla Horn—(English-made).

## Columbia

(1953-54 releases from 601; 1954-55 releases from 701)  
(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- AFFAIRS OF MESSALINA, THE**—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—108m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English).
- BAMBOO PRISON, THE**—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue.
- BLACK DAKOTAS, THE**—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).
- BLACK KNIGHT, THE**—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England)—(719).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).
- CAINE MUTINY, THE**—D—Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn—Headed for the bigger money—125m.—see Sept. 8 issue—(Technicolor)—(701).

## MOTION PICTURE

# EXHIBITOR

## SERVICESECTION

### The Check-Up of all features and shorts for an eight-month period

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SECTION 2

JANUARY 5, 1955

- CANGACEIRO (The Bandit)**—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).
- CANNIBAL ATTACK**—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue—(718).
- CORONER CREEK**—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DETECTIVE, THE**—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made impart has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).
- FIRE OVER AFRICA**—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in England)—(716)—(1.85-1).
- GUNFIGHTERS**—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).
- HELL BELOW ZERO**—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).

- INDISCRETION OF AN AMERICAN WIFE**—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).
- LAW VS. BILLY THE KID, THE**—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MASTERSON OF KANSAS**—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor).
- MISS GRANT TAKES RICHMOND**—F—Lucille Ball, William Holden, Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).
- ON THE WATERFRONT**—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE**—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PHIFFT**—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B—(715).
- PUSHOVER**—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- THEY RODE WEST**—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).
- THREE HOURS TO KILL**—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).
- VIOLENT MEN, THE**—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

## KEY

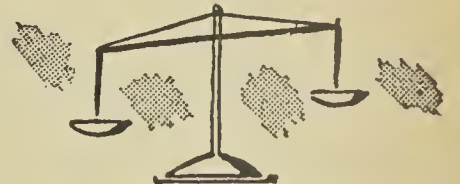
Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| AD—Adventure drama                  | MUCD—Musical comedy drama        |
| ACD—Action drama                    | MU—Musical                       |
| ACMU—Action musical                 | MUSAT—Musical satire             |
| ADMD—Adult melodrama                | MUW—Musical western              |
| BID—Biographical drama              | MY—Mystery                       |
| BIDMU—Biographical drama with music | MYC—Mystery comedy               |
| BUR—Burlesque                       | MYCM—Mystery comedy musical      |
| C—Comedy                            | MYD—Mystery drama                |
| CAR—Cartoon feature                 | MYMD—Mystery melodrama           |
| CD—Comedy drama                     | MYMU—Mystery musical             |
| CDMU—Comedy drama musical           | MYW—Mystery western              |
| CFAN—Comedy fantasy                 | NOV—Novelty                      |
| CFANMU—Comedy fantasy musical       | OPC—Operatic comedy              |
| CMD—Comedy melodrama                | OPD—Operatic drama               |
| CMU—Comedy musical                  | OD—Outdoor drama                 |
| COMP—Compilation                    | OMD—Outdoor melodrama            |
| COSMD—Costume melodrama             | PD—Psychological drama           |
| D—Drama                             | RD—Religious drama               |
| DFAN—Drama fantasy                  | ROMC—Romantic comedy             |
| DMU—Dramatic musical                | ROMCMU—Romantic comedy musical   |
| DOC—Documentary                     | ROMD—Romantic drama              |
| DOCD—Documentary drama              | ROMDMU—Romantic drama with music |
| DOCMD—Documentary melodrama         | SAT—Satire                       |
| ED—Educational feature              | SFD—Science fiction drama        |
| F—Farce                             | SCD—Sex comedy drama             |
| FAN—Fantasy                         | TRAV—Travelogue                  |
| FANMU—Fantasy musical               | W—Western                        |
| FMD—Farce musical                   | WC—Western comedy                |
| HISD—Historical drama               | WCMU—Western comedy musical      |
| MDMU—Melodrama musical              | WD—Western drama                 |
| MD—Melodrama                        | WMD—Western melodrama            |
| MUC—Musical comedy                  | WMDMU—Western melodrama musical  |
|                                     | WMU—Western musical              |

## HONEST OPINION



### based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!



**DEVIL GODDESS**—Johnny Weissmuller, Angela Stevens, Duel on the Mississippi—Patricia Medina, Lex Barker—(Technicolor).

**END OF THE AFFAIR, THE**—Van Johnson, Deborah Kerr, John Mills—(Made in England).

**FIVE AGAINST THE HOUSE**—Guy Madison, Kim Novak, Brian Keith.

**GUN THAT WON THE WEST, THE**—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

**IT CAME FROM BENEATH THE SEA**—Kenneth Tobey, Faith Domergue, Ian Keith.

**JUNGLE MOON MEN**—Johnny Weissmuller, Jean Byron, Billy Curtis.

**LONG, GRAY LINE, THE**—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).

**MAN FROM LARAMIE, THE**—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).

**MY SISTER EILEEN**—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

**PIRATES OF TRIPOLI**—Paul Henreid, Patricia Medina—(Technicolor)—(706).

**PRISONER, THE**—Alec Guinness, Jack Hawkins, Jeannette Sterke—(English-made).

**PRIZE OF GOLD, A**—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

**RIOT ON PIER SIX**—Arthur Franz, Beverly Garland.

**SEMINOLE UPRISING**—George Montgomery, Karin Booth—(Technicolor).

**STALK, THE**—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

**TEN WANTED MEN**—Randolph Scott, Jocelyn Brando—(Technicolor).

**THREE FOR THE SHOW**—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).

**TIGHT SPOT**—Edward G. Robinson, Ginger Rogers, Brian Keith.

**WOMEN'S PRISON**—Ida Lupino, Jan Sterling, Howard Duff.

**WYOMING RENEGADES**—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

**PAID TO KILL**—MD—Dane Clark, Paul Carpenter, Theo Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).

**RIVER BEAT**—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).

**SIEGE, THE**—MD—Aurora Bautista, Fernando Rey, Virgilio Teixeira—For the lower half—63m.—see Dec. 15 issue—(Spanish-made)—(Dubbed in English)—(5323).

**SILENT RAIDERS, THE**—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made)—(5404).

**TERROR SHIP**—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).

**THUNDER PASS**—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).

**UNHOLY FOUR, THE**—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).

TO BE REVIEWED OR IN PRODUCTION

**AIR STRIKE**—Gloria Jean, Richard Denning—(5413).

**BLACK PIRATES**—Anthony Dexter, Lon Chaney, Robert Clarke—(AnascoColor)—(Made in El Salvador)—74m.—(5407).

**DEADLY GAME**—Lloyd Bridges, Finlay Currie, Simone Silva—(English-made)—63m.—(5402).

**GLASS TOMB**—John Ireland—(English-made)—(5409).

**RACE FOR LIFE, A**—Richard Conte, Marl Aldon—(English-made)—69m.—(5403).

**SILVER STAR, THE**—Marle Windsor, Barton MacLane, Edward Buchanan, Lon Chaney—(5411).

**THEY WERE SO YOUNG**—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

Metro

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ASPHALT JUNGLE, THE**—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue).

**ATHENA**—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this off-beat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(507)—(1.75-1).

**BAD DAY AT BLACK ROCK**—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope)—(515).

**BATTLEGROUND**—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue).

**BEAU BRUMMELL**—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).

**BETRAYED**—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).

**BRIGADOON**—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(Anasco Color)—(CinemaScope)—(502).

**CREST OF THE WAVE**—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(511)—(1.75-1).

**DEEP IN MY HEART**—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(512)—(1.75-1).

**DR. JEKYLL AND MR. HYDE**—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).

**GREEN FIRE**—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(516)—(CinemaScope).

**HER TWELVE MEN**—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnascoColor)—(Print by Technicolor)—(429)—(1.75-1).

**JULIUS CAESAR**—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).

**LAST TIME I SAW PARIS, THE**—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(510)—(1.75-1).

**ROGUE COP**—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—(1.75-1).

**SEVEN BRIDES FOR SEVEN BROTHERS**—CMU—Howard Keel, Jeff Edwards, Jane Powell—Highly entertaining—103m.—see June 16 issue—(AnascoColor)—(CinemaScope)—(426).

**TARZAN ESCAPES**—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue—(509).

**TARZAN THE APE MAN**—AD—Johnny Weissmuller, Nell Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B—(508).

**VALLEY OF THE KINGS**—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

**WOMAN'S FACE, A**—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

TO BE REVIEWED OR IN PRODUCTION

**BEDEVILLED**—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).

**BLACKBOARD JUNGLE**—Glenn Ford, Anne Francis, Louis Calhern.

**COBWEB, THE**—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

**GLASS SLIPPER, THE**—Leslie Caron, Michael Wilding, Ballets de Paris—(Eastman Color)—(Print by Technicolor).

**HIT THE DECK**—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).

**INTERRUPTED MELODY**—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

**INVITATION TO THE DANCE**—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

**IT'S ALWAYS FAIR WEATHER**—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

**JUPITER'S DARLING**—Esther Williams, Howard Keel, George Sanders—(Technicolor)—(CinemaScope).

**KINGS' THIEF, THE**—Ann Blythe, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

**LOVE ME OR LEAVE ME**—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

**MANY RIVERS TO CROSS**—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(517).

**MARAUDERS, THE**—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).

**MOONFLEET**—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).

**PRODIGAL, THE**—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).

**SCARLET COAT, THE**—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300;  
1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

**COUNTRY GIRL, THE**—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue—(5409).

**REAP THE WILD WIND**—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor)—(R-5403).

**REAR WINDOW**—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).

**SABRINA**—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).

**THREE RING CIRCUS**—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).

**WHITE CHRISTMAS**—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(5430)—(PS).

TO BE REVIEWED OR IN PRODUCTION

**AIR COMMAND**—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).

**BRIDGES AT TOKO**—RI, THE—William Holden, Fredric March, Grace Kelly, Mickey Rooney—(Technicolor)—(5405)—(PS).

**CONQUEST OF SPACE**—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).

**COURT JESTER, THE**—Danny Kaye, Glynis Johns—(Technicolor)—(VistaVision)—(PS).

**DESPERATE HOURS, THE**—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).

**EDDIE FOY STORY, THE**—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).

**FAR HORIZONS, THE**—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

**GIRL RUSH, THE**—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).

**HELL'S ISLAND**—John Payne, Mary Murphy—(Technicolor)—(VistaVision)—(PS).

**LUCY GALLANT**—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

IFE

(All films are Italian-made)

**AIDA**—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferrania-color)—(English narration).

**APPOINTMENT FOR MURDER**—MD—Umberto Spadaro, Delia Scala, Andrea J. Basic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

**BREAD, LOVE, AND DREAMS**—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

**THEODORA, SLAVE EMPRESS**—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TO BE REVIEWED OR IN PRODUCTION

**AGAINST THE WALL**—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

**CITY STANDS TRIAL, A**—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

**HURDY-GURDY**—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

**HUSBAND FOR ANNA, A**—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

**LOVE IN THE CITY**—Documentary love story—(Dubbed in English)—110m.

**TOO YOUNG FOR LOVE**—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).

**VOICE OF SILENCE**—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

**WAYWARD WIFE**—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**BIG CHASE, THE**—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).

**HEAT WAVE**—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).

**MONSTER FROM THE OCEAN FLOOR**—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).



**MAMBO**—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made In Italy)—(5406).

**ROSE TATTOO, THE**—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

**RUN FOR COVER**—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS).

**TEN COMMANDMENTS, THE**—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made In Egypt)—(PS).

**TO CATCH A THIEF**—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).

**TROUBLE WITH HARRY, THE**—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

**ULYSSES**—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).

**VAGABOND KING, THE**—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).

**WE'RE NO ANGELS**—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

**YOU'RE NEVER TOO YOUNG**—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

## RKO

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**AFRICA ADVENTURE—DOC**—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

**CATTLE QUEEN OF MONTANA—W**—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor)—(505).

**EVERY GIRL SHOULD BE MARRIED—C**—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).

**GUNGA DIN—MD**—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).

**HANSEL AND GRETEL—NOV**—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor)—(508).

**LOST PATROL, THE—MD**—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).

**PASSION—MD**—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).

**SHE WORE A YELLOW RIBBON—MD**—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue—(Technicolor)—(572).

**SINS OF ROME—MD**—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg.: B—(Italian-made)—(Dubbed In English)—(414).

**SUSAN SLEPT HERE—C**—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg.: B—(Technicolor)—(501).

**THIS IS MY LOVE—D**—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color)—(504).

**WINDOW, THE—D**—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

### TO BE REVIEWED OR IN PRODUCTION

**AMERICANO, THE**—Glenn Ford, Cesar Romero, Ursula Thiess—(Color)—(Print by Technicolor)—(509)—85m.

**CONQUEROR, THE**—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).

**ESCAPE TO BURMA**—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

**JET PILOT**—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(Superscope).

**QUEST FOR THE LOST CITY**—Dana and Ginger Lamb—(Color)—(Made in Guatemala)—60m.

**SEVEN BAD MEN**—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).

**SON OF SINBAD**—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

**TARZAN'S HIDDEN JUNGLE**—Gordon Scott, Vera Miles—(507).

**UNDERWATER!**—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(Superscope)—(506)—99m.

## Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)  
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

**ATOMIC KID, THE—C**—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue—(5314).

**HELL'S OUTPOST—MD**—Rod Cameron, Joan Leslie, John Russell—Okeh programmer—90m.—see Dec. 29 issue—(5315).

**OUTCAST, THE—OD**—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).

**ROOGIE'S BUMP—FAN**—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).

**SAVAGE FRONTIER—W**—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).

**SHANGHAI STORY, THE—MD**—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).

**SHE WOLF, THE—D**—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(5312).

**TOBOR THE GREAT—SFMD**—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).

**TROUBLE IN THE GLEN—CD**—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor).

### TO BE REVIEWED OR IN PRODUCTION

**ADMIRAL HOSKINS STORY**—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

**AFRICAN MANHUNT**—Myron Healey, Karen Booth, John Kellog.

**CAROLINA CANNONBALL**—Judy Canova, Ross Elliott, Andy Clyde.

**DOCTOR IN THE HOUSE**—Dirk Bogarde, Muriel Pavlow, Kenneth More—(English-made)—(Rank)—(Technicolor).

**I COVER THE UNDERWORLD**—Sean McClory, Joanne Jordan, Ray Middleton.

**MAGIC FIRE**—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

**MAN FROM TEXAS**—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

**SANTA FE PASSAGE**—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

**SQUARE RING, THE**—Jack Warner, Robert Beatty, Maxwell Reed—(English-made)—(Rank).

**TIMBERJACK**—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Trucolor).

**TROUBLE IN STORE**—Norman Wisdom, Margaret Ruth-erford, Moire Lister—(Rank)—(English-made)—85m.

## 20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

**ADVENTURES OF HAJJI BABA, THE—MD**—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(424).

**BLACK 13—MD**—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made)—(428).

**BLACK WIDOW—MY**—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).

**BROKEN LANCE—MD**—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

**CARMEN JONES—DMU**—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(422).

**DEMETRIUS AND THE GLADIATORS—MD**—Victor Mature, Susan Hayward, Michael Rennie—Highly entertaining sequel to "The Robe"—101m.—see June 16 issue—(Technicolor)—(CinemaScope)—(415).

**DESIREE—D**—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).

**DEVIL'S HARBOR—MD**—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made)—(429).

**EGYPTIAN, THE—D**—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(420).

**FLIGHT OF THE WHITE HERON**—see Royal Tour of Queen Elizabeth and Philip, The

**GAMBLER FROM NATCHEZ, THE—MD**—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

**GARDEN OF EVIL—AD**—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made In Mexico)—(416).

**OUTLAW'S DAUGHTER, THE—W**—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color)—(427).

**PRINCESS OF THE Nile—COSMD**—Debra Paget, Jeffrey Hunter, Michael Rennie—Costume programmer will fit into the duallers—71m.—see June 16 issue—(Technicolor)—(414).

**RAID, THE—MD**—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

**ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE** (Flight of The White Heron)—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).

**THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU**—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(CinemaScope)—(Color by DeLuxe)—(426).

**WOMAN'S WORLD—CD**—Clifton Webb, June Allyson, Von Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

### TO BE REVIEWED OR IN PRODUCTION

**DADDY LONG LEGS**—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope).

**LIFE IN THE BALANCE**, A—Ricardo Montalban, Anne Bancroft—(Made in Mexico)—(506-6)—74m.

**MAGNIFICENT MATADOR**—Maureen O'Hara, Anthony Quinn, Richard Denning—(Eastman Color)—(CinemaScope)—(Made in Mexico).

**MAN CALLED PETER**, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope)—(509-0).

**OTHER WOMAN, THE**—Hugo Haas, Cleo Moore—81m.—Leg.: B—(430).

**OUR GIRL FRIDAY**—Joan Collins, Kenneth More—(Color)—(508-2).

**PRINCE OF PLAYERS**—Richard Burton, Maggie McNamara—(Color)—(CinemaScope)—(502-5).

**RACERS, THE**—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe)—(508-8).

**SEVEN YEAR ITCH, THE**—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

**SOLDIER OF FORTUNE**—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong).

**TALL MEN, THE**—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).

**THAT LADY**—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England)—(504-1).

**UNTAIRED**—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope)—(507-4).

**VIOLENT SATURDAY**—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemaScope)—(510-8).

**WHITE FEATHER**—Robert Wagner, Debra Paget, Virginia Leith, Dale Robertson—(Color)—(CinemaScope)—(Made in Mexico)—(503-3).

## United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**ADVENTURES OF ROBINSON CRUSOE—AD**—Dan O'Herlihy, James Fernandez—Picturization of classic should have best appeal in art spots and kid audiences—90m.—see June 16 issue—(Pathe Color)—(Made In Mexico)—(Dancigers—Ehrlich)—(2-1).

**APACHE—MD**—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).

**BARFOOT CONTESSA, THE—D**—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75-1).

**BLACK TUESDAY—MD**—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein).

**CHALLENGE THE WILD—DOC**—George and Sheila Graham—For the lower half and art spots—69m.—see June 16 issue—(Color)—(Graham)—(1.66-1).

**CROSSED SWORDS—COSMD**—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

**DIAMOND WIZARD, THE—MD**—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

**DOWN THREE DARK STREETS—MD**—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

**GOG—SFMD**—Richard Egan, Constance Dowling, Herbert Marshall—Programmer for the duallers—85m.—see June 16 issue—(Eastman Color)—(3-D and 2-D)—(Tors)—(1.85-1).

**GOLDEN MISTRESS, THE—MD**—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor)—(Made In Haiti)—(Kay-Rybnick)—(1.66-1).

**JESSE JAMES' WOMEN—W**—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75-1).

**KHYBER PATROL—MD**—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

**KIDNAPPERS, THE** (The Little Kidnappers, The)—D—Duncan Macrae, Jean Anderson, Adrienne Corri—Heartwarming story should appeal to the art spots—93m.—see June 16 issue—(English-made)—(Rank)—(1.66-1).

**LAWLESS RIDER, THE—W**—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West).

**LITTLE KIDNAPPERS, THE**—see Kidnappers, The.



**MALTA STORY**—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98m.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

**OPERATION MANHUNT**—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV).

**RETURN TO TREASURE ISLAND**—AD—Tab Hunter, Dawn Addams, Porter Hail—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).

**ROMEO AND JULIET**—D—Laurence Harvey, Susan Shentall, Floro Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

**SHIELD FOR MURDER**—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

**SITTING BULL**—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

**SNOW CREATURE**—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder).

**STEEL CAGE, THE**—COMP—Paul Kelly, Maureen O'Sullivan, Wolter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

**SUDDENLY**—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bossler)—(1.75-1).

**TWIST OF FATE**—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

**VICTORY AT SEA**—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

**WHITE ORCHID, THE**—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Eastman Color)—(LeBorg)—(1.85-1).

**YOU KNOW WHAT SAILORS ARE**—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

## TO BE REVIEWED OR IN PRODUCTION

**BATTLE TAXI**—Sterling Hayden, Marshall Thompson, Arthur Franz—(Tors-Arthur)—82m.

**BEACHCOMBER, THE**—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made)—(1.66-1).

**BIG HOUSE, U. S. A.**—Broderick Crawford, Ralph Meeker—(Bel-Air).

**CANADA'S GREAT MANHUNT**—Edward G. Robinson, George Raft—(Bischoff-Diamond).

**FIREBIRD, THE**—Ellen Rasch, International ballet and opera cast—(Lesser)—(Gevacolor).

**GENTLEMEN MARRY BRUNETTES**—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

**GOOD DIE YOUNG, THE**—Richard Basehart, Gloria Grahame, John Ireland—(Romulus).

**KENTUCKIAN, THE**—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

**KISS ME DEADLY**—Ralph Meeker, Cloris Leachman, Albert Dekker—(Parklane).

**LILACS IN THE SPRING**—Errol Flynn, Anna Neagle—(Color)—(Wilcox).

**MARTY**—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

**NIGHT OF THE HUNTER, THE**—Robert Mitchum, Shelley Winters—(Gregory).

**NOT AS A STRANGER**—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

**OTHELLO**—Orson Welles, Michael MacLiammole, Suzanne Cloutier—(Made in Europe)—(Mercury).

**PURPLE PLAIN, THE**—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

**RING AROUND SATURN**—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

**ROBBERS ROOST**—George Montgomery, Bruce Bennett—(Eastman Color)—(Goldstein-Jacks).

**SABAKA**—Boris Karloff, Nino Marcel, June Foray—(Technicolor)—(Ferrin)—(Made in India)—77m.

**STAR OF INDIA**—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

**STRANGER ON HORSEBACK**—Joel McCrea, Miroslava—(Color)—(Goldstein).

**SUMMERTIME**—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).

**TIGER AND THE FLAME, THE**—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

**TOP OF THE WORLD**—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Landmark).

**VERA CRUZ**—Gary Cooper, Burt Lancaster, Denise Darcel—(Hecht-Lancaster)—(Made in Mexico)—(Technicolor).

## Universal-International

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ALWAYS A BRIDE**—C—Peggy Cummins, Terence Morgan, Ronald Squire—Amusing import for the art and class spots—83m.—see June 16 issue—(English-made)—(Rank)—(485).

**BENGAL BRIGADE**—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor)—(501).

**BLACK SHIELD OF FALWORTH, THE**—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular)—(432).

**DAWN AT SOCORRO**—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

**DESTROY**—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B.

**FOUR GUNS TO THE BORDER**—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

**FRANCIS JOINS THE WACS**—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85-1).

**HIGH AND DRY**—C—Paul Douglas, Alex Mackenzie, Dorothy Allison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank)—(486).

**NAKED ALIBI**—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).

**RICOCET ROMANCE**—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(504)—(1.85-1).

**SIGN OF THE PAGAN**—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope)—(505)—(2-D)—(506).

**SO THIS IS PARIS**—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvet—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).

**TANGANYIKA**—ACD—Van Heflin, Ruth Roman, Howard Duff—Fair programmer may be helped by names—81m.—see June 16 issue—(Technicolor)—(425)—(2-1).

**WEST OF ZANZIBAR**—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor)—(503).

**YELLOW MOUNTAIN, THE**—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(510)—(2-1).

## TO BE REVIEWED OR IN PRODUCTION

**ABBOTT AND COSTELLO IN THE MUMMY**—But Abbott, Lou Costello.

**ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS**—Bud Abbott, Lou Costello, Lynn Bari.

**AIN'T MISBEHAVIN'**—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

**CAPTAIN LIGHTFOOT**—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

**CHIEF CRAZY HORSE**—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

**CULT OF THE COBRA**—Faith Domergue, Richard Long, Marshall Thompson.

**FAR COUNTRY, THE**—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).

**FEMALE ON THE BEACH**—Joan Crawford, Jeff Chandler, Jan Sterling.

**FOXFIRE**—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

**KISS OF FIRE**—Jack Palance, Barbara Rush, Rex Reason—(Technicolor)—(Wide-screen).

**LADY GODIVA OF COVENTRY**—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

**LAND OF FURY**—Jack Hawkins, Glynis Johns—(Eastman Color)—(Made in New Zealand)—(Rank).

**LOOTERS, THE**—Rory Calhoun, Julie Adams, Thomas Gomez.

**MA AND PA KETTLE AT WAIKIKI**—Marjorie Main, Percy Kilbride, Lori Nelson.

**MAN FROM BITTER RIDGE, THE**—Lex Barker, Mara Corday, Stephen McNally—(Color).

**MAN WITHOUT A STAR**—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

**ONE DESIRE**—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).

**PURPLE MASK, THE**—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

**REVENGE OF THE CREATURE**—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

**SHRIKE, THE**—Jose Ferrer, June Allyson, Kendall Clark.

**SIX BRIDGES TO CROSS**—Tony Curtis, Julie Adams, George Nader.

**SMOKE SIGNAL**—Dana Andrews, Piper Laurie—(Print by Technicolor).

**THIS ISLAND EARTH**—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

**TO HELL AND BACK**—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

## Warners

(1953-54 releases from 301;  
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BIG SLEEP, THE**—MYMD—Humphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue—(407).

**BOUNTY HUNTER, THE**—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

**DRAGNET**—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

**DRUM BEAT**—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

**DUEL IN THE JUNGLE**—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

**KING RICHARD AND THE CRUSADERS**—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

**RING OF FEAR**—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marlan Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

**SARATOGA TRUNK**—CD—Gory Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue—(406).

**SILVER CHALICE, THE**—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope)—(408).

**STAR IS BORN, A**—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

**TRACK OF THE CAT**—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope)—(405).

**YOUNG AT HEART**—ROMD—Doris Doy, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(409)—(1.85-1).

## TO BE REVIEWED OR IN PRODUCTION

**ANIMAL WORLD, THE**—Nature documentary—(WarnerColor).

**BATTLE CRY**—Aido Ray, Mona Freeman, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

**BLOOD ALLEY**—Robert Mitchum, Lauren Bacall.

**EAST OF EDEN**—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

**HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

**JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss—(410).

**LAND OF THE PHAROHS**—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

**MCCONNELL STORY, THE**—Alan Ladd, June Allyson—(WarnerColor)—(CinemaScope).

**MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

**MOBY DICK**—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

**RIVER CHANGES, THE**—Rosanna Rory, Harold Marish—(Made in Germany).

**SEA CHASE, THE**—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

**STRANGE LADY IN TOWN**—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

**TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

**TARGET ZERO**—Richard Conte, Peggie Castle.

## Miscellaneous

(Distributors' addresses will be furnished on request)

**CHAMPAGNE SAFARI**—DOC—Rita Hayworth, Prince Aiy Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

**DAY OF TRIUMPH**—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

**DESPERATE WOMEN, THE**—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

**DUEL IN THE SUN**—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

**EGYPT BY THREE**—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmmakers).

**FAST AND THE FURIOUS, THE**—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).

**FORBIDDEN WOMEN**—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Beli).

**GARDEN OF EDEN**—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

**HALF WAY TO HELL**—COMP—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).



**JAMBOREE**—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tleup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

**KARAMOJA**—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made In Africa)—(Hallmark).

**KILL HIM FOR ME**—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stack thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

**MYSTERY LAKE**—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Anscacolor)—(Lansburgh).

**PRIVATE HELL 36**—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmakers).

**THIS IS YOUR ARMY**—DOC—Produced by Movietone and U. S. Army—Interesting decumentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

**20,000 LEAGUES UNDER THE SEA**—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope)—(Buena Vista).

**UNCONQUERED, THE**—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

**UNCOVER GIRLS**—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

**VANISHING PRAIRIE, THE**—DOC—High rating decumentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

**VARIETEASE**—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ADVENTURE IN ODESSA**—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**ANGELIKA**—D—Maria Schell, Dieter Borsche, Hildemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

**ANNA CROSS, THE**—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**ASCENT TO HEAVEN**—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

**BALLET CONCERT**—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).

**BAREFOOT BATTALION**—D—Maria Costi, Nicos Fermas, Vassilios Frangadakis—Realistic offering may appeal to art or Greek spots—89m.—see June 16 issue—(Greek-made)—(English titles)—(Brandt).

**BRIDE WITH A DOWRY**—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**CAROLINE CHERIE**—CD—Martine Carol, Jacques Dacqmine, Marie Dea—Daring French import has the angles—115m.—see June 16 issue—(Technicolor)—(French-made)—(English titles)—(Davis).

**CASPIAN STORY**—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

**CITY OF VIOLENCE**—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

**COMPANIONS OF THE NIGHT**—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

**CRIMSON FLOWER, THE**—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

**DANCING WITH CRIME**—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screen-craft).

**DAUGHTERS OF DESTINY**—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

**DESIRES**—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

**DESPERATE DECISION**—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

**DIRTY HANDS**—D—Pierre Brasseur, Daniel Gelin, Manique Artur—Dreary import for the art spots—100m.—see June 16 issue—(French-made)—(English titles)—(MacDonald).

**DREAMS OF LOVE**—BIDMU—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

**EDGE OF DIVORCE**—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

**FLAMENCO**—MU—Antonio, Pilar Lopez, Marla Luz—Interesting native dance concert for the art and Spanish spots—77m.—see June 16 issue—(Color)—(Spanish-made)—(English titles)—(Lewis).

**FOUR WAYS OUT**—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

**FRENCH TOUCH, THE**—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

**GOOD BEGINNING, THE**—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

**HALF A CENTURY OF SONGS**—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferranacolor)—(Italian-made)—(English titles)—(Continental).

**HEART OF THE MATTER, THE**—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and England)—(Associated Artists).

**ILLCIT INTERLUDE**—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

**INSPECTOR CALLS, AN**—D—Alastair Sim, Olga Lindo, Arthur Young—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

**INSPECTOR GENERAL, THE**—C—Y. Tolubeyev, A. Georgiyevskaya, T. Nosova—Okeh import for the art and Russian spots—128m.—see June 16 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**JOHN WESLEY**—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

**KINGDOM ON THE WATERS, A**—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

**LOVERS, HAPPY LOVERS**—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

**MISTRESS, THE**—D—Vera Pashennaya, Mikhail Zharov, N. Shamin—Saviet import is akeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).

**MR. HULOT'S HOLIDAY**—C—Jacques Toti, Nathalie Pascaud, Michelle Rolla—Moderate comedy for the art spots—85m.—see June 16 issue—(French-made)—(English dialogue)—(G-B-D International).

**ONE SUMMER OF HAPPINESS**—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

**OPERATION DIPLOMAT**—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

**PARIS INCIDENT**—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenat—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

**PROFILE**—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

**QUEEN IN AUSTRALIA, THE**—DOC—Satisfactory for the art houses—50m.—see June 16 issue—(Ferranacolor)—(Australian-made)—(Australian News and Information Bureau).

**RED INN, THE**—CMD—Fernandel, Lud Germain, Francois Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

**RUNAWAY BUS, THE**—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

**SCOTCH ON THE ROCKS**—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

**SIDE STREET STORY**—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

**SKANDERBEG**—HISD—Akaki Khrava, Besa Imani, Adivia Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**STARS OF THE RUSSIAN BALLET**—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

**STRATFORD ADVENTURE, THE**—DOC—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

**SUNDERIN (THE STORY OF A SINNER)**—D—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

**TRUE FRIENDS**—CD—V. Morkuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

**UGETSU**—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

**WELCOME THE QUEEN**—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).



# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3881, 3882, 3883 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Columbia</b>					
Two Reel					
COMEDIES					
ALL-STAR (6)					
7411	(Sept. 30)	The Fire Chaser (Besser).....F		16m. 3873	
7412	(Dec. 9)	Kids Will Be Kids .....		16m.	
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon) .....			
ASSORTED FAVORITE REPRINTS (6)					
7421	(Sept. 16)	His Hotel Sweet (Herbert) F		17m. 3841	
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke) .....	G	17m. 3856	
7423	(Dec. 2)	Cupid Goes Nuts (Vague)F		16m. 3887	
COMEDY FAVORITE RE-RELEASES (6)					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane).....F		17m. 3865	
7432	(Nov. 18)	Rolling Down to Reno (von Zell) .....	G	16 1/2m. 3865	
7433	(Dec. 16)	The Good Bad Egg (DeRita) .....	F	17m. 3887	
SERIALS (4)					
7120	(Nov. 11)	Riding With Buffalo Bill....F		15ep. 3880	
THE THREE STOOGES (8)					
7401	(Sept. 2)	Knutzy Knights .....	G	17 1/2m. 3841	
7402	(Oct. 7)	Shot In The Frontier.....F		16m. 3873	
7403	(Nov. 4)	Scotched in Scotland .....			
7404	(Jan. 6)	Fling In the Ring .....			
CANDID MICROPHONES					
(Reissues)					
7551	(Sept. 23)	Series 1, No. 1.....E		10m. 3843	
7552	(Dec. 2)	Series 1, No. 2 .....	E	10 1/2m. 3894	
7553	(Jan. 13)	Series 1, No. 3 .....			
COLOR FAVORITES (15)					
(Technicolor)					
(Reissues)					
7601	(Sept. 2)	Imagination .....	E	8m. 3842	
7602	(Oct. 7)	Red Riding Hood Rides Again .....	G	7m. 3857	
7603	(Nov. 4)	A Hunting We Won't Go..G		7 1/2m. 3866	
7604	(Nov. 25)	Gifts From the Air .....	G	7m. 3888	
7605	(Dec. 9)	Mysto Fox .....	F	7m. 3888	
7606	(Jan. 6)	Polar Playmates .....			
MR. MAGOO (4)					
(Technicolor)					
7701	(Dec. 16)	Destination Magoo .....			
MR. MAGOO SPECIAL					
(Technicolor)					
(CinemaScope)					
7509	(Jan. 6)	When Magoo Flew .....	E	7m. 3857	
(1954-55)					
MUSICAL SPECIAL (1)					
7999	(Sept. 2)	Autumn In Rome .....	G	8m. 3843	
SCREEN SNAPSHOTS (10)					
7851	(Sept. 23)	Hollywood Mavies March On .....	G	10m. 3843	
7852	(Oct. 21)	Hollywood Stars On Parade .....	F	9 1/2m. 3874	
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life .....			
7855	(Jan. 20)	Pennies From Hollywood			
THRILLS OF MUSIC (6)					
(Reissues)					
7951	(Sept. 9)	Ted Weems and Orch.....G		10m. 3843	
7952	(Nov. 11)	Gene Krupa and Orch....F		10m. 3866	
7953	(Dec. 23)	The Lecuona Cuban Boys			
UPA ASSORTED CARTOONS (4)					
(Technicolor)					
7501	(Sept. 23)	How Now Baing Boing....E		7 1/2m. 3842	
7502	(Jan. 27)	Spare That Child .....			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>WORLD OF SPORTS (10)</b>					
7801	(Sept. 16)	Argentine Athletics .....	G	10m. 3874	
7802	(Oct. 14)	Hunting Thrills .....	F	9m. 3874	
7803	(Nov. 11)	Skiing the Andes .....			
7804	(Dec. 23)	Rasslin' Redskin .....			
7805	(Jan. 13)	Flying Mallets .....			
<b>MGM</b>					
One Reel					
CARTOONS (16)					
(Technicolor)					
(T-J-Tom and Jerry)					
W-632	(Sept. 4)	Mice Follies (T-J).....G		7m. 3831	
W-634	(Sept. 18)	Farm af Tomorrow (TA)....G		7m. 3831	
W-636	(Oct. 2)	Neapolitan Mouse (T-J)....G		7m. 3831	
W-638	(Nov. 6)	The Flea Circus (TA).....G		7m. 3842	
W-639	(Nov. 13)	Downhearted Duckling .....		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA).....		8m.	
CINEMASCOPE CARTOONS					
(Technicolor)					
C-631	(Nov. 20)	Pet Peeve (T-J).....		7m.	
C-633	(Dec. 18)	Touche Pussycat (T-J).....		7m.	
	(Mar. )	Southbound Duckling (T-J)			
	(Apr. )	Pup On A Picnic (T-J).....			
FITZPATRICK TRAVELTALKS (6)					
(Technicolor)					
(Reissues)					
T-611	(Sept. 11)	Yosemite the Magnificent E		9m. 3831	
T-612	(Oct. 16)	Grand Canyon, Pride of Creation .....	E	8 1/2m. 3844	
T-613	(Nov. 27)	Picturesque Patzcuaro .....	G	9m. 3866	
T-614	(Dec. 25)	Glacier Park and Waterton Lakes .....	G	9m. 3866	
	(Feb. )	Mexican Police on Parade			
	(Apr. )	Mighty Niagara .....			
GOLD MEDAL REPRINT CARTOONS (8)					
W-661	(Oct. 30)	Cat Fishin' (T-J) .....	F	8m. 3842	
	(Jan. )	Part Time Pal .....			
	(Jan. )	Cat Concerta (T-J) .....			
	(Feb. )	Dr. Jekyll and Mr. Mouse			
	(Mar. )	Salt Water Tabby .....			
PETE SMITH SPECIALTIES (10)					
S-651	(Oct. 9)	The Camera Caught It.....F		9m. 3843	
S-652	(Dec. 11)	Rough Riding (Tech.) .....			
	(Jan. )	The Man Around the House			
	(Feb. )	Keep Young .....	F	9m. 3866	
	(Mar. )	Sports Trix .....			
	(Apr. )	Just What I Needed .....			
<b>Paramount</b>					
CARTOON CHAMPIONS (6)					
(Technicolor) (Reissues)					
S14-1	(Oct. 1)	We're In The Honey .....	G	8m. 3843	
S14-2	(Oct. 1)	Butterscotch and Soda....G		7m. 3842	
S14-3	(Oct. 1)	Sudden Fried Chicken.....F		7m. 3843	
S14-4	(Oct. 1)	The Friendly Ghost .....	G	7 1/2m. 3842	
S14-5	(Oct. 1)	The Bored Cuckoo .....	G	8m. 3842	
S14-6	(Oct. 1)	Santa's Surprise .....	G	9m. 3842	
CASPER CARTOONS (6)					
(Technicolor)					
B14-1	(Oct. 15)	Baas and Arrows .....	G	6m. 3857	
B14-2	(Dec. 3)	Boo Ribbon Winner .....	G	6m. 3887	
B14-3	(Jan. 28)	Hide and Shriek .....			
GRANTLAND RICE SPORTLIGHTS (12)					
R14-1	(Oct. 1)	Twinn Riding Champs .....	G	10m. 3857	
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides .....	G	10m. 3857	
R14-3	(Nov. 5)	Where Everybody Rides....E		10m. 3894	
R14-4	(Dec. 10)	Boyhood Thrills .....			
R14-5	(Dec. 24)	The Pike's Peak Arena .....			
HEADLINER CHAMPIONS THRILLS (6)					
(Reissues)					
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies .....	E	9m. 3843	
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way .....	E	9m. 3843	
A14-3	(Oct. 1)	Stork Crazy .....	G	10m. 3843	
A14-4	(Oct. 1)	The Lonesome Stranger....E		10m. 3843	
A14-5	(Oct. 1)	Calling All Animals .....	F	10m. 3843	
A14-6	(Oct. 1)	Video Hounds .....	G	10m. 3843	
HERMAN AND CATNIP CARTOONS (4)					
(Technicolor)					
H14-1	(Nov. 26)	Rail-Rodents .....			
NOVELTOONS (6)					
(Technicolor)					
P14-1	(Oct. 29)	Fido Beta Kappa .....	G	6m. 3857	
P14-2	(Dec. 17)	Na Ifs, Ands or Butts.....			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
PACEMAKERS (6)					
K14-1	(Oct. 2)	Drilling For Girls In Texas .....	G	9m. 3857	
K14-2	(Dec. 17)	How Ta Wln At The Races			
POPEYE CARTOONS (8)					
(Technicolor)					
E14-1	(Nov. 12)	Private Eye Papeye .....	G	7m. 3888	
E14-2	(Dec. 10)	Gopher Spinach .....	G	6m. 3888	
E14-3	(Jan. 14)	Cookin' With Gags .....			
TOPPERS (6)					
M14-1	(Nov. 19)	The Nerve of Some People .....	G	10m. 3894	
M14-2	(Dec. 31)	Killers At Bay .....			
VISTAVISION SPECIAL					
T14-1	(Nov. 5)	VistaVision Visits Norway		17m.	
RKO					
Two Reel					
EDGAR KENNEDY REISSUES (6)					
53501	(Oct. 8)	Host Ta a Ghost .....	B	17m. 3841	
53502	(Oct. 22)	Noisy Neighbors .....	F	17m. 3841	
53503	(Nov. 5)	The Big Beef .....	F	17m. 3841	
53504	(Nov. 19)	Mind Over Mouse .....	F	17m. 3865	
53505	(Dec. 3)	Brother Knows Best .....	F	17m. 3865	
53506	(Dec. 17)	Home Cannling .....	F	16m. 3880	
LEON ERROL REISSUES (6)					
53701	(Oct. 1)	Oh Professor Behave.....	F	18m. 3841	
53702	(Oct. 15)	When Wifie's Away.....	F	20m. 3841	
53703	(Oct. 29)	Cutie On Duty .....	G	17m. 3841	
53704	(Nov. 12)	Twin Husbands .....	F	18m. 3865	
53705	(Nov. 26)	I'll Take Milk .....	G	18m. 3865	
53706	(Dec. 10)	Follow That Blonde .....	F	18m. 3880	
RAY WHITLEY REISSUES (2)					
53401	(Oct. 22)	Sagebrush Serenade .....	F	19m. 3842	
53402	(Nov. 19)	Redskins and Redheads...	G	18m. 3842	
SPECIALS (8)					
53101	(Oct. 8)	The Iron Fence .....	G	19m. 3857	
53102	(Nov. 12)	Circus Trainer .....	E	17m. 3887	
53103	(Dec. 17)	Fast Freight .....			
SPORT SPECIALS (2)					
53901	(Dec. 10)	Football Highlights .....	G	15 1/2m.	
53801	(Apr. 15)	Basketball Highlights .....			
MY PAL REISSUES (2)					
53201	(Oct. 8)	I Found A Dog .....	F	21m. 3842	
53202	(Nov. 5)	Pal's Return .....	F	20m. 3842	
One Reel					
SCREENLINERS (13)					
54201	(Sept. 17)	House Of Knowledge ....	F	8m. 3857	
54202	(Oct. 15)	Alpine Fortress .....	G	8m. 3857	
54203	(Nov. 12)	Just Pets .....	G	8m. 3894	
54204	(Dec. 10)	Cinema Capers .....			
54205	(Jan. 7)	Water, Water Everywhere			
SPORTSCOPES (13)					
54301	(Sept. 3)	Alaskan Trout .....	F	8m. 3844	
54302	(Oct. 1)	British Empire Games ....	G	8m. 3857	
54303	(Oct. 29)	Willie Mays .....	G	8m. 3888	
54304	(Nov. 26)	Canadian Stampede .....	G	8m. 3894	
54305	(Dec. 24)	Spats Island .....			
WALT DISNEY CARTOONS (18)					
(Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
54101	(Oct. 15)	Social Lion .....	G	7m. 3857	
54102	(Nov. 12)	Flying Squirrel (D) .....	G	7m. 3887	
WALT DISNEY CINEMASCOPE CARTOONS (6)					
(Technicolor)					
54103	(Jan. 14)	No Hunting (D) .....			
54104	(Jan. 28)	The Pelican and the Snipe			
Republic					
SERIALS (4)					
5481	(July 19)	Man With the Steel Whip	F	12ep. 3811	
5482	(Oct. 11)	Ghost Riders of the West (Reissue) .....	G	12ep. 3848	
	(Jan. 3)	Panther Girl of the Kongo		12ep.	
One Reel					
THIS WORLD OF OURS (6)					
(Trucolor)					
5385	(Aug. 1)	Ireland .....		9m.	
	(Nov. 15)	Thailand .....		9m.	
	(Dec. )	Bali .....		9m.	



Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>20th Century-Fox</b>					
<b>CINEMASCOPE SPECIALS</b>					
(Color)					
7401	(Nov.)	The Coronation Parade.....G		7 1/2m. 3667	
7402	(Jan.)	Dancers of the Deep.....G		6m. 3683	
7403	(Dec.)	Vesuvius Express.....G		15m. 3676	
7404	(Dec.)	Finale from Tchaikowsky's Symphony Number Four.....G		6m. 3673	
7405	(Feb.)	Palovetian Dances Fram Prince Igar.....E		8m. 3683	
7406	(Feb.)	Tournament of Roses.....E		18m. 3699	
7407	(Mar.)	The New Venezuela.....E		10m. 3723	
7408	(Mar.)	Haydn's Farewell Symphony.....E		9m. 3722	
7409	(Aug.)	Jet Carrier.....G		17m. 3811	
7410	(May)	The First Piano Quartette.....G		10m. 3758	
7411	(May)	Motion Picture Stunt Pilot.....G		17m. 3773	
7412	(June)	Stephen Foster Medley.....			
7413	(June)	Valley Of The Nile.....			
7414	(.....)	Miracle of Stereophonic Sound, The.....G		11m.	
7415	(Apr.)	Roger Wagner Chorale.....E		8m. 3739	
7416	(Apr.)	New Horizons.....G		10m. 3731	
7417	(May)	Land of Legend.....G		9m. 3758	
7418	(July)	Piano Encores.....G		10m. 3805	
7419	(June)	Calypsa Cruise.....F		9m. 3799	
7420	(Sept.)	Pride of the Nation.....F		12m. 3849	
7421	(Oct.)	Fabulous Las Vegas.....G		18m. 3856	
7422	(Nov.)	The CinemaScope Parade.....G		22m. 3873	
7423	(Oct.)	El Tora.....		9m.	
7424	(Dec.)	Queen's Guard.....			
7425	(Oct.)	The Empire Games.....E		13m. 3874	
7426	(Nov.)	Flying To Fish.....G		16m. 3887	
7427	(Nov.)	Far East Bastions.....		10m.	
7428	(Dec.)	Supersonic Age.....		14m.	
	(Jan.)	Tuna Clipper Ship.....		16m.	
	(.....)	American Railroads.....			
	(.....)	Orient Express.....			
	(Jan.)	Birthday Parade.....			

## One Reel

## SEE IT HAPPEN (6)

6401	(Apr.)	Accent on Caurage.....G		9m. 3731	
6402	(July)	Tumult.....F		9m. 3799	
6403	(Aug.)	Isle Of Destiny.....F		9m. 3857	

## SPORTS (6)

3401	(Apr.)	Touchdown Trophies.....G		8m. 3799	
3402	(July)	Dizzy Diving.....G		8m. 3806	
3403	(Sept.)	Spartan Simlans.....G		8m. 3857	

## TERRYTOONS (16)

## (Technicolor)

5401	(Jan.)	Little Raquefort in Runaway Mouse.....F		7m. 3639	
5402	(Jan.)	Dimwit in How to Relax.....F		7m. 3639	
5404	(Feb.)	Hackle and Jeckle in Blind Date.....F		7m. 3682	
5405	(Feb.)	Nonsense Newsreel.....G		7m. 3691	
5407	(Mar.)	Mighty Mouse in the Helpless Hippo.....F		7m. 3691	
5408	(Mar.)	Terry Bears in Pet Problems.....F		7m. 3691	
5410	(Apr.)	Little Raquefort in Prescription for Percy.....F		7m. 3699	
5411	(Apr.)	Hackle and Jeckle in Satisfied Customers.....F		7m. 3722	
5413	(May)	Tall Tale Teller.....F		7m. 3731	
5414	(May)	Arctic Rivals.....F		7m. 3730	
5416	(June)	Terry Bears in a Howling Success.....F		7m. 3774	
5418	(July)	Pride of the Yard.....F		7m. 3798	
5420	(Aug.)	Little Raquefort in the Cat's Revenge.....F		7m. 3857	
5422	(Sept.)	Mighty Mouse in the Reformed Wolf.....F		7m. 3857	
5424	(Nov.)	Hackle and Jeckle in Blue Plate Symphony.....F		7m. 3874	

## TERRYTOON TOPPER REISSUES (10)

5403	(Jan.)	The Helicopter.....F		7m. 3683	
5406	(Feb.)	Much Ada About Nothing.....G		7m. 3683	
5409	(Mar.)	The Frog and the Princess.....F		7m. 3682	
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus.....F		6 1/2m. 3722	
5415	(May)	Gandy Goose in Ghost Town.....F		6 1/2m. 3750	
5417	(June)	A Day in June.....F		7m. 3788	
5419	(July)	Gandy Goose in Fisherman's Luck.....G		7m. 3788	
5421	(Aug.)	Ants in Your Pantry.....F		7m. 3788	
5423	(Oct.)	A Wicky Wacky Romance.....F		7m. 3788	
5425	(Dec.)	A Torrid Toreador.....F		7m. 3788	

## United Artists

## SPORTS SPECIAL

Mardano-Charles Fight.....G	21m. 3848
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Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Universal-International</b>					
<b>Two Reel</b>					
<b>MUSICAL FEATURETTES (13)</b>					
9301	(Nov. 12)	Carnival in April.....F		18m. 3691	
9302	(Dec. 24)	David Rose and Orch.....F		15 1/2m. 3682	
9303	(Jan. 22)	Hawaiian Nights.....F		17m. 3682	
9304	(Feb. 26)	Jimmy Wakely's Jamboree.....G		15 1/2m. 3713	
9305	(Apr. 23)	Rhythm and Rhyme.....F		15m. 3730	
9306	(May 28)	The Four Aces Sing.....G		15m. 3766	
9307	(June 21)	"Tennessee Ernie" Ford and Molly Bee in Carral Cuties.....G		15m. 3773	
9308	(July 26)	Birth of a Band.....F		15m. 3798	
9309	(Aug. 16)	College Capers.....G		16m. 3805	
9310	(Oct. 11)	Going Strong.....G		14m. 3848	
9311	(Oct. 25)	Leave It To Harry.....G		16m. 3887	
<b>(1954-55) (13)</b>					
1301	(Nov. 29)	Champ Butler Sings.....G		15m. 3893	
1302	(Dec. 30)	Road Show.....G		15m. 3893	
<b>3-D MUSICAL FEATURETTES (1)</b>					
9101	(Nov. 12)	Carnival in April.....F		18m. 3691	
<b>SPECIALS (2)</b>					
(Color)					
9201	(Feb. 14)	Perils of the Forest.....G		17m. 3706	
9202	(June 13)	The Hottest 500.....G		16m. 3766	
<b>(1954-55) ( )</b>					
1201	(Nov. 12)	A Gift From Dirk.....G		19m. 3893	
<b>One Reel</b>					
<b>COLOR PARADES (8)</b>					
9381	(Feb. 8)	Ga South Amigos.....G		9m. 3683	
9382	(Mar. 1)	Royal Mid-Ocean Visit.....F		10m. 3707	
9383	(Apr. 12)	Rolling In Style.....G		9 1/2m. 3767	
9384	(May 10)	Fair Today.....F		9 1/2m. 3806	
9385	(June 14)	Talent Scout.....G		9m. 3767	
9386	(July 19)	Star Studded Ride.....F		9m. 3806	
9387	(Sept. 20)	Bonus Land.....F		9m. 3849	
9388	(Oct. 25)	Holiday Ahead.....F		10m. 3894	
<b>VARIETY VIEWS (8)</b>					
9341	(Nov. 16)	Byways To Broadway.....G		9m. 3631	
9342	(Jan. 4)	Bow River Valley.....G		9m. 3683	
9343	(Feb. 22)	Brooklyn Goes to Chicago.....G		9 1/2m. 3683	
9344	(Apr. 12)	Moving Thru Space.....G		9m. 3758	
9345	(July 26)	Stallions on Parade.....G		9 1/2m. 3806	
9346	(Aug. 30)	Brooklyn Goes to Philadelphia.....F		9m. 3849	
9347	(Sept. 27)	Dear Myrtle.....G		10m. 3894	
9348	(Oct. 25)	Part of Merchants.....F		10m. 3894	
<b>VISTARAMA SPECIAL</b>					
(CinemaScope and other aspect ratios)					
(Eastman Color)					
(Nov. )		Speed Sub-Zero.....G		9 1/2m. 3874	
<b>WALTER LANTZ CARTUNES (13)</b>					
(Technicolor)					
9321	(Dec. 21)	Chilly Willy.....F		6m. 3682	
9322	(Jan. 18)	Socks in Morocco.....G		6m. 3691	
9323	(Feb. 15)	A Horse's Tale.....G		6m. 3707	
9324	(Mar. 15)	Alley in Bali.....F		6m. 3730	
9325	(May 10)	Under the Counter Spy.....G		6m. 3767	
9326	(Apr. 12)	Dig That Dog.....F		6m. 3730	
9327	(June 7)	Hay Rube.....F		6m. 3774	
9328	(July 5)	Hot Rod Hucksters.....F		6m. 3798	
9329	(Aug. 2)	Broadway Bow Wows.....F		6m. 3805	
9330	(Aug. 30)	Pig in a Pickle.....F		6m. 3805	
9331	(Sept. 20)	Real Gone Woody.....F		6m. 3849	
9332	(Oct. 11)	Fine Feathered Frenzy.....F		6m. 3849	
9333	(Oct. 25)	Canvict Concerta.....F		6m. 3849	
<b>(1954-55) (13)</b>					
1321	(Dec. 20)	I'm Cold.....G		6m. 3894	
1322	(Jan. 17)	Helter Skelter.....G		6m. 3894	
<b>WOODY WOODPECKER REISSUES (6)</b>					
(Technicolor)					
9351	(Feb. 22)	Smoked Hams.....G		6m. 3707	
9353	(Mar. 29)	Caa Coa Birds.....F		6m. 3766	
9353	(Apr. 26)	Well Oiled.....B		7m. 3774	
9354	(May 30)	Overture to Wm. Tell.....F		6m. 3774	
9355	(June 28)	Solid Ivory.....G		7m. 3774	
9356	(July 26)	Woody the Giant Killer.....F		7m. 3774	

## Warners

## SPECIALS (12)

## (Technicolor)

2001	(Sept. 11)	Gay Parisian.....E		20m. 3841	
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor).....G		17m. 3865	
2003	(Nov. 6)	Mariners Ahoy.....G		17m. 3880	
2004	(Jan. 8)	Where Winter Is King.....			
2005	(Dec. 4)	Bill Of Rights.....G		22m.	
2006	(Feb. 5)	Beauty And The Bull.....			
2007	(Mar. 5)	Mississippi Traveler.....			

## CLASSICS OF THE SCREEN (6)

2101	(Sept. 25)	Wells Fargo Days.....F		20m. 3842	
2102	(Nov. 20)	Camera Hunting.....G		19m. 3880	
2103	(Jan. 22)	Three Cheers For The Girls.....			
2104	(Mar. 26)	When The Talkies Were Young.....			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>One Reel</b>					
<b>BLUE RIBBON HIT PARADES (13)</b>					
(Reissues)					
(Technicolor)					
2301	(Sept. 11)	Rhapsody In Rivets.....E		7m. 3842	
2302	(Oct. 16)	Inki At The Circus.....F		7m. 3842	
2303	(Nov. 6)	Foxy Duckling.....G		7m. 3880	
2304	(Nov. 27)	The Shell-Shocked Egg.....F		7m. 3880	
2305	(Dec. 25)	Trial of Mr. Wolf.....G		7m. 3888	
2306	(Feb. 5)	Back Alley Uproar.....			
2307	(Feb. 26)	You Were Never Duckier.....			

## BUGS BUNNY SPECIALS (8)

## (Technicolor)

2723	(Nov. 13)	Lumber Jack-Rabbit.....F		7m. 3874	
2724	(Dec. 18)	Baby Buggy Bunny.....			
2725	(Feb. 12)	Beanstalk Bunny.....			
2726	(Mar. 26)	Sehara Hare.....			

## JOE McDOAKES COMEDIES (6)

2401	(Oct. 30)	Sa You're Taking In A Roomer.....F		10m. 3866	
2402	(Dec. 18)	So You Want To Know Your Relatives.....			
2403	(Jan. 29)	So You Don't Trust Your Wife.....			
2404	(Mar. 12)	So You Want To Be A Gladiator.....			

## MELODY MASTER BANDS REISSUES (6)

2801	(Sept. 4)	Melody Of Youth.....G		10m. 3843	
2802	(Oct. 23)	Skinny Ennis and Orch. E		10m. 3843	
2803	(Jan. 1)	South American Sway.....F		9m. 3880	
2804	(Feb. 26)	Stan Kenton and Orch.....			

## MERRIE MELODIES (22)

## (Technicolor)

2701	(Sept. 4)	Gone Batty.....G		7m. 3842	
2702	(Sept. 18)	Goo Goo Goliath.....G		7m. 3866	
2703	(Oct. 2)	By Word Of Mouse.....F		7m. 3866	
2704	(Oct. 16)	From A To Z-Z-Z.....E		7m. 3880	
2705	(Oct. 30)	Quack Shot.....G		7m. 3880	
2706	(Nov. 27)	My Little Duckaroo.....G		7m. 3880	
2707	(Dec. 11)	Sheep Ahoy.....			
2708	(Jan. 1)	Pizzicato Pussycat.....			
2709	(Jan. 15)	Feather Dusted.....			
2710	(Jan. 29)	Pests For Guests.....			
2711	(Feb. 19)	All Fouled Up.....			
2712	(Feb. 26)	Stork Naked.....			
2713	(Mar. 12)	Lighthouse Mouse.....			

## THE SPORTS PARADE (10)

## (Technicolor)

2501	(Sept. 18)	Circus On Ice .....	F	10m. 3844
2502	(Oct. 23)	Hatteras Honkers .....	F	10m. 3866
2503	(Dec 11)	Rodea Roundup .....		
2504	(Jan. 15)	Silver Blades .....		
2505	(Feb. 19)	Caribbean Playgrounds .....		
2506	(Mar. 19)	Football Royal .....		



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ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
<b>DECEMBER</b> Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)  Port Of Hell D. Clark, C. Matthews, W. Morris	<b>DECEMBER</b> Phfff J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	<b>DECEMBER</b> A Race For Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Chaney, M. Roth (AnascoColor) (Made in El Salvador)	<b>DECEMBER</b> Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)  Battleground The Asphalt Jungle (Re-issues)	<b>DECEMBER</b> Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	<b>DECEMBER</b> Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)	<b>DECEMBER</b> Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss  Hell's Outpost R. Cameron, J. Leslie, C. Willis	<b>DECEMBER</b> There's No Business Like Show Business E. Merman, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine (English-made)  The Other Woman H. Haas, C. Moore	<b>DECEMBER</b> Vera Cruz G. Cooper, B. Lancaster, D. Darcel (Technicolor) (SuperScope) (Hecht-Lancaster)  Romeo and Juliet L. Harvey, S. Shentall (Technicolor) (Rank)  The Steel Cage P. Kelly, M. O'Sullivan (Swarttz-Doniger)	<b>DECEMBER</b> Sign Of The Pagan J. Chandler, J. Palance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)  The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	<b>DECEMBER</b> The Big Sleep Saratoga Trunk (Reissues)
<b>JANUARY</b> Bowery To Bagdad Bowery Boys  Treasure of the Ruby Hills Z. Scott, C. Matthews, D. Foran	<b>JANUARY</b> The Violent Men G. Ford, B. Stanwyck, E. G. Robinson (Technicolor) (CinemaScope)  The Bamboo Prison R. Francis, D. Foster  Masterson Of Kansas G. Montgomery, N. Gates (Technicolor)	<b>JANUARY</b> They Were So Young S. Brady,R. Burr, J. Matz (Made in Germany)  The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney  Thunder Over Sam Goland, J. Hall, M. Lord	<b>JANUARY</b> Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)  Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	<b>JANUARY</b> The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)  Quest For the Lost City D. and G. Lamb (Color)	<b>JANUARY</b> The Americano G. Ford, C. Romero, U. Theiss (Technicolor)  Trouble In Store N. Wisdom, M. Rutherford, M. Lister (English-made) (Rank)	<b>JANUARY</b> African Manhunt M. Healey, K. Booth  Trouble In Store N. Wisdom, M. Rutherford, M. Lister (English-made) (Rank)	<b>JANUARY</b> Carmen Jones D. Danridge, H. Belafonte (Color by DeLuxe) (CinemaScope)  Prince Of Players R. Burton, M. McNamara (Color) (CinemaScope)  Twelve O'Clock High S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	<b>JANUARY</b> Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein)  The Beachcomber G. Johns, R. Newton (Technicolor) (Rank)  Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	<b>JANUARY</b> So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)  Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)  West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	<b>JANUARY</b> Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)
<b>FEBRUARY</b> Seven Angry Men R. Massey, D. Paget, J. Hunter  Shotgun S. Hayden, Y. DeCarlo, Z. Scott (Technicolor)	<b>FEBRUARY</b> The Glass Tomb J. Ireland (English-made)	<b>FEBRUARY</b> Many Rivers To Cross R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope)  Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)	<b>FEBRUARY</b> Mambo S. Mangano, S. Winters, V. Gassman (Made in Italy)  The Conquest Of Space E. Fleming, W. Redfield, G. Johnson (Technicolor)	<b>FEBRUARY</b> Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)	<b>FEBRUARY</b> The Square Ring J. Warner, J. Collins, M. Red (English-made)  Doctor In The House D. Bogarde, M. Pavlow (Technicolor) (English-made)  Timberjack S. Hayden, V. Ralston, D. Brian (Trucolor)	<b>FEBRUARY</b> The Racers K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope)  A Life In The Balance R. Montalban, A. Bancroft (Made in Mexico)	<b>FEBRUARY</b> White Feather R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope)  The Racers K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope)  A Life In The Balance R. Montalban, A. Bancroft (Made in Mexico)	<b>FEBRUARY</b> The Far Country J. Stewart, R. Roman, C. Calvet (Technicolor)  Six Bridges To Cross T. Curtis, J. Adams, G. Nader  Abbott and Costello Meet The Keystone Kops B. Abbott, L. Costello	<b>FEBRUARY</b> The Silver Chalice V. Mayo, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope)  Jump Into Hell J. Sernas, K. Kasznar, A. Moss	

OBSERVATIONS  
Feb. 12—Lincoln's Birthday  
Feb. 14—Valentine's Day  
Feb. 22—Washington's Birthday

MOON PHASES

DECEMBER ..... 3  
JANUARY ..... 1-31  
FEBRUARY .....

1 Quarter



2 Full



3 Last



4 New



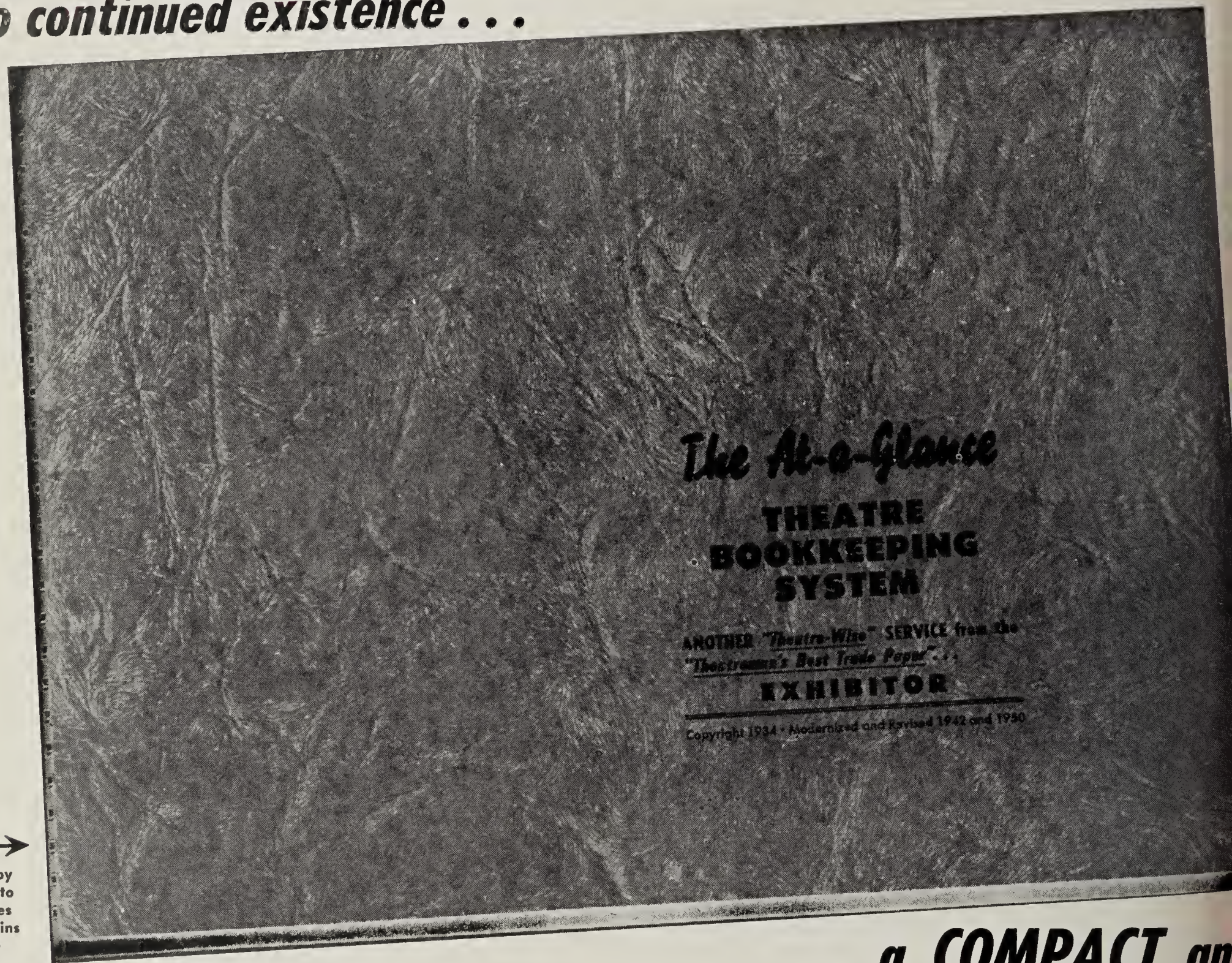
FILMMAKERS

Dec.—Crashout—W. Bendix, A. Kennedy, B. Michaels



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**MOTION PICTURE**

# EXHIBITOR

**JANUARY 12, 1955** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **TOA Finance Plan Advances**

(page 7)

## **"Needed, A New Code of Ethics"**

(editorial)

AND FEATURING: EXTRA PROFITS

J. Robert Rubin, permanent general chairman, amusement division, will be guest of honor tomorrow (Jan. 13) at the Brotherhood Dinner in New York sponsored by the National Conference, highlighting the Brotherhood effort which aids and fosters understanding.







# NOW THEY'LL BE ASKING FOR YOUR AUTOGRAPH, MR. EXHIBITOR!

In our national magazine ads and in countless outlets of publicity we're telling the public about M-G-M's 1955 MOTION PICTURE CELEBRATION. We're reminding them that when there's a community service to perform, the theatres have always been there. Soon you'll hear of many stunts, tours and promotions acquainting the public with the Celebration that salutes *you*! Press Book, Pocket-Size "How To Sell" and all accessories available FREE at your Branch. It's up to *you*, Mr. Exhibitor, to capitalize on M-G-M's nationwide ballyhoo!

## CELEBRATION RELEASES!

Ask your Branch for other fine films available!

### "BAD DAY AT BLACK ROCK" (January)

(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

### "GREEN FIRE" (January)

(CinemaScope—Color) • starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

### "MANY RIVERS TO CROSS" (February)

(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

### "JUPITER'S DARLING" (February)

(CinemaScope—Color) • starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

### "HIT THE DECK" (March)

(CinemaScope—Color) • starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

### "INTERRUPTED MELODY" (March)

(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

### "THE GLASS SLIPPER" (April)

(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

### "BEDEVILLED" (April)

(CinemaScope—Color) • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

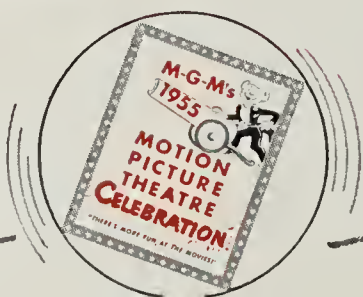
### "THE PRODIGAL" (Date To Be Announced)

(CinemaScope—Color) • starring Lana Turner • Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand • Walter Hampden • Taina Elg • Francis L. Sullivan • Joseph Wiseman • Sandra Descher



(Above)  
POCKET-SIZE "HOW TO SELL"  
(Left)  
THE PRESS BOOK

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JANUARY 12, 1955

VOLUME 53 NUMBER 11

## NEEDED—A NEW CODE OF ETHICS

"LET'S TALK THINGS OVER and reach our decisions as honest and honorable businessmen, and we can have no fears if we have no intent to do wrong." This is an excerpt from MOTION PICTURE EXHIBITOR's editorial, "A Place for Lawyers—and Every Lawyer in His Place," Dec. 15.

In the absence of fear, man has accomplished much; in talking out his problems rather than litigating them he has learned much—perhaps the most important thing being the point of view of the other fellow, his problems, his desires, his needs.

There are encouraging signs that our industry is approaching this happy situation: an effective arbitration program no longer seems so far in the future as it did a year ago; Al Lichtman, 20th-Fox director of distribution, among others who suggested that all branches of the industry get together to talk out their problems in top level meetings, found his proposal greeted enthusiastically on all sides.

Commenting on the above mentioned editorial, Lichtman said:

*"I believe that we should hammer home the thought so well expressed in your article. There are some constructive lawyers in our business, who think the same as you and I, and they can help us to come to the right decisions. But first and foremost, let the businessmen get together, place their cards, face up, on top of the round table without reservation. If we do this I am certain that we can write a code of ethics for this business that can be a pattern not only for our industry in years to come, but a code of ethics that can be a guidepost for all other industries. We have the brains to do it, and I am sure we will have the will to carry it out."*

Needed, a code of ethics! The words have a familiar ring. The industry found establishment of such a code necessary before, and, with the threat of government

censorship spurring their efforts, a Production Code evolved, a system of self-regulation that made motion pictures the most widely accepted form of family entertainment on earth.

The threat we face today is as great and possibly more dangerous. If some intra-industry code of ethics is not worked out, outside forces will push for the power to control and regulate motion picture affairs. Ours is an industry that has grown in world importance to such a point where to think otherwise is fantasy.

Morris Wolf, well-known industry attorney, also commenting upon our editorial in an address before the Philadelphia Variety Club this week, said, "... in the early days lawyers played a much less conspicuous and a much healthier and happier part in the industry than they do in these days."

He stated that the editorial "makes mighty good sense to me. It does not seem reasonable that when different groups in the industry depend on each other for a living, they should spend most of their time and money trying to destroy each other. I am for peaceful coexistence, and I want to say as a lawyer that I felt a lot better about it when my time was used in making agreements to build up the industry than I have since so much of it is spent on the destructive court battles of the last few years."

At no time did we intend to belittle the important contribution of the industry lawyer. In this ever expanding and more complex business, his contribution promises to become even more vital. His duties, however, fall into the legal realm.

Let production, distribution, and exhibition accept their shares of the business and ethical responsibilities involved in industry operations.

**Jay Emanuel**



JAN.



IRVING BERLIN'S  
**THERE'S NO BUSINESS LIKE SHOW BUSINESS**

ETHEL MERMAN · DONALD O'CONNOR · MARILYN MONROE  
DAN DAILEY · JOHNNIE RAY · MITZI GAYNOR

**CINEMASCOPE**

Color by DE LUXE

JAN.



OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

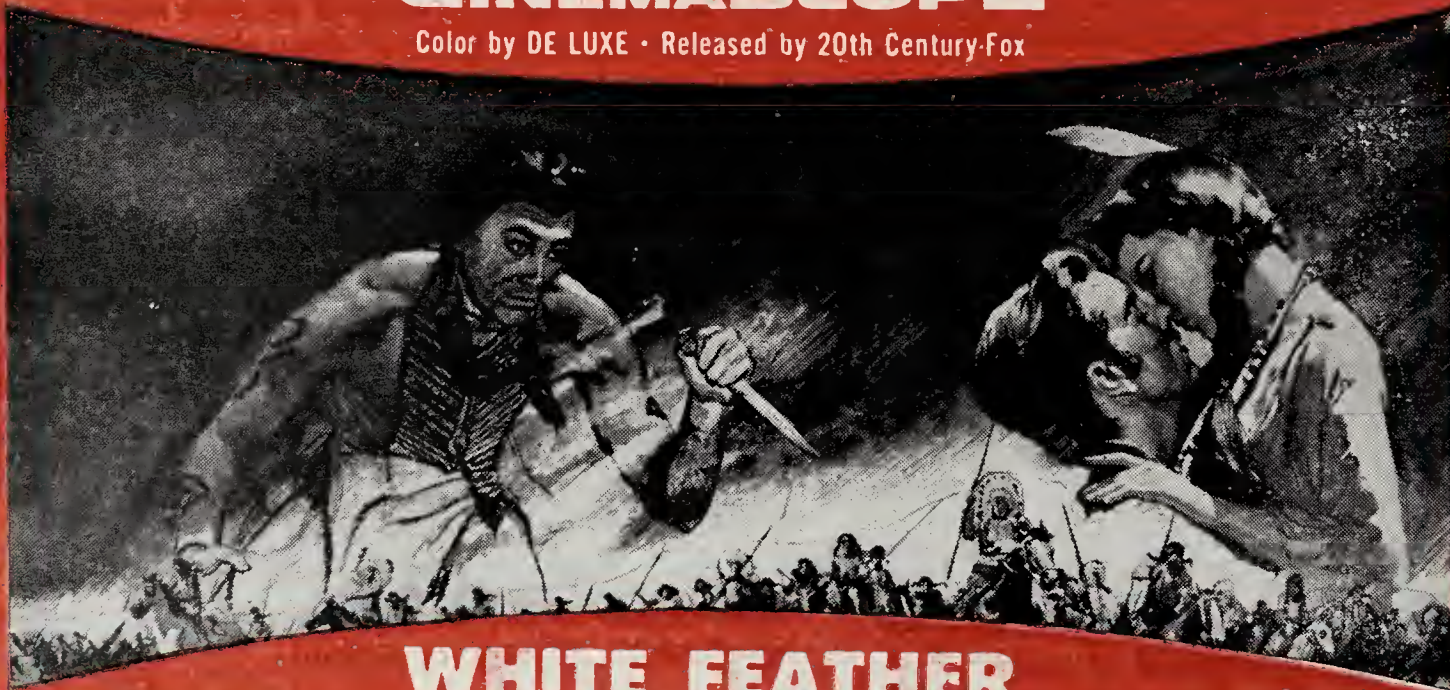
**CARMEN JONES**

HARRY BELAFONTE · DOROTHY DANDRIDGE · PEARL BAILEY · OLGA JAMES · JOE ADAMS

**CINEMASCOPE**

Color by DE LUXE · Released by 20th Century-Fox

FEB.



**WHITE FEATHER**

ROBERT WAGNER · JOHN LUND · DEBRA PAGET · JEFFREY HUNTER

**CINEMASCOPE**

Print by Technicolor · A Panoramic Production



*"It's a pleasure to do business with 20th!"*

20th  
Cen  
star  
your  
mos  
pros  
year  
2  
a m

**CINE**



FEB.



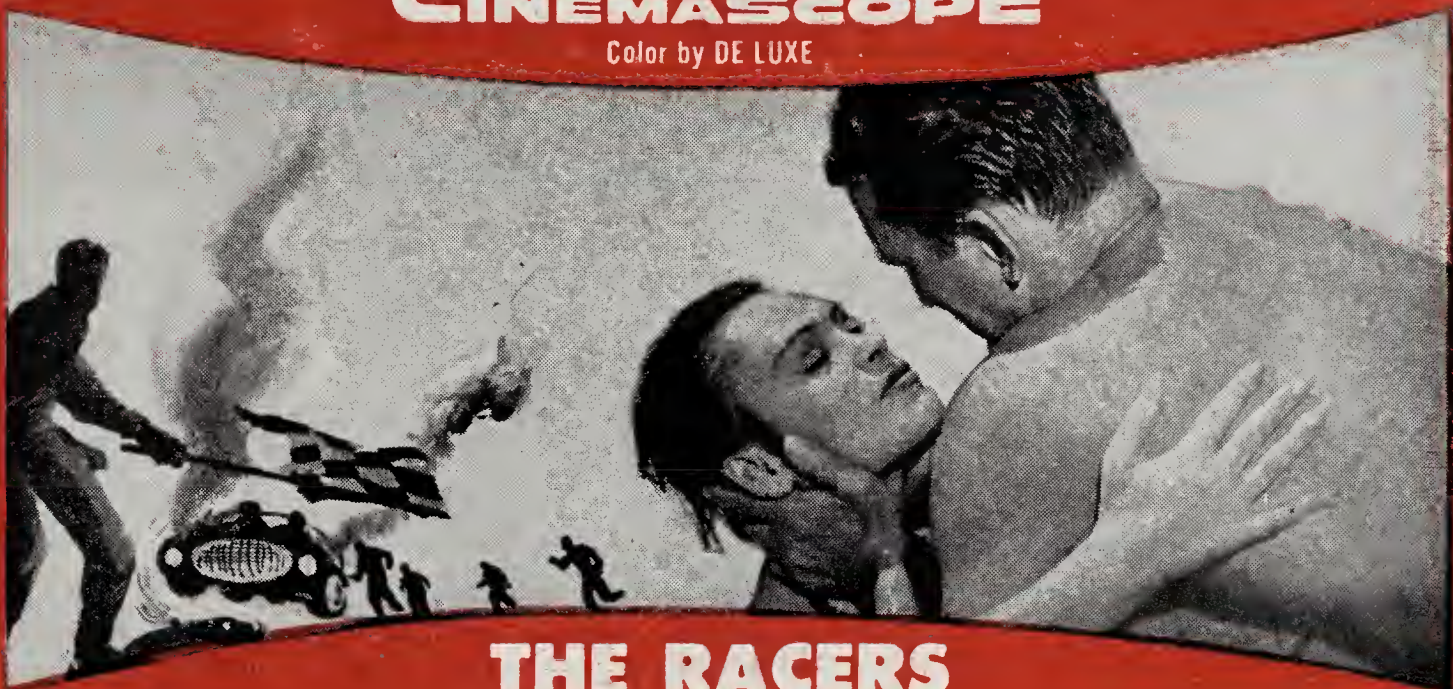
## PRINCE OF PLAYERS

RICHARD BURTON · MAGGIE McNAMARA · JOHN DEREK · RAYMOND MASSEY  
CHARLES BICKFORD · ELIZABETH SELLARS and EVA LE GALLIENNE

**CINEMASCOPE**

Color by DE LUXE

MAR.



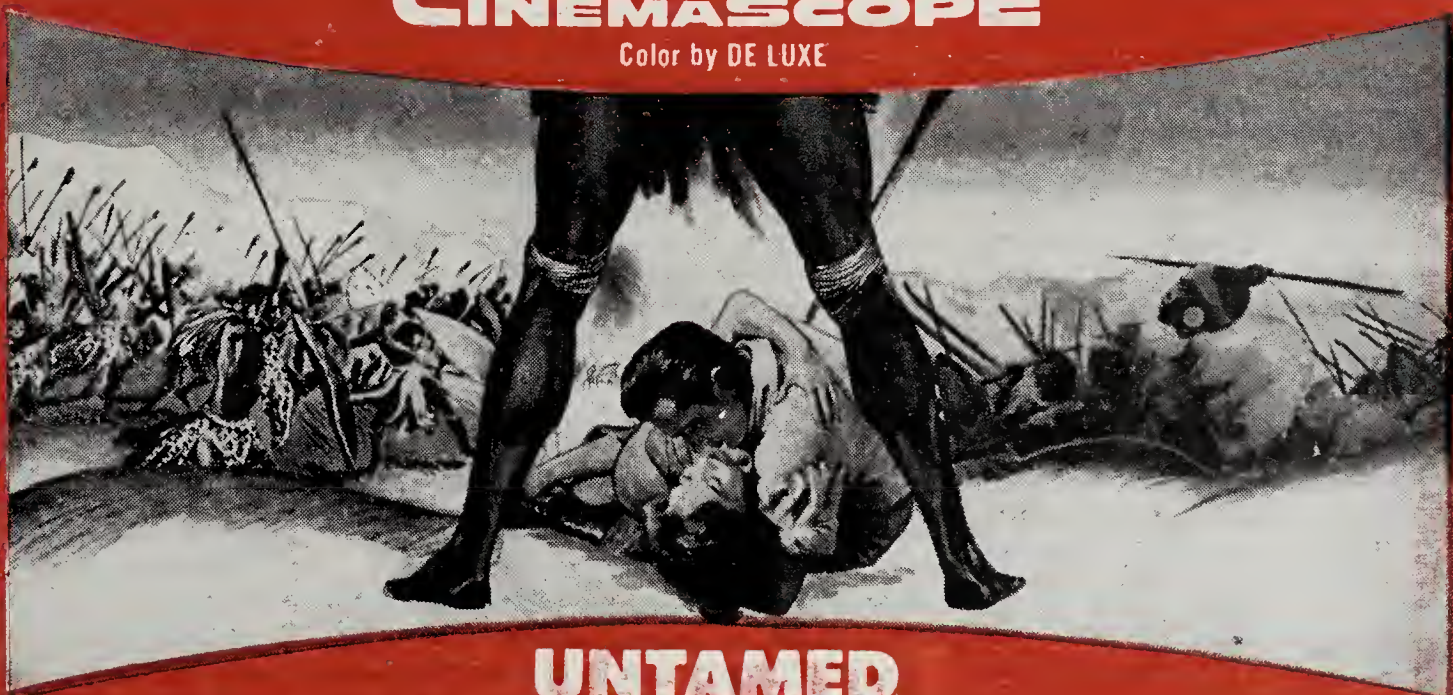
## THE RACERS

KIRK DOUGLAS · BELLA DARVI · GILBERT ROLAND  
also starring Cesar Romero · Lee J. Cobb · Katy Jurado

**CINEMASCOPE**

Color by DE LUXE

MAR.



## UNTAMED

TYRONE POWER · SUSAN HAYWARD · RICHARD EGAN

**CINEMASCOPE**

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—and for Easter...the wonderful  
love story of "A MAN CALLED PETER"



# CAN NEWS

(Trade Headlines Of The Issue)

## Deaths

Elmer R. Pearson, former Pathe executive, dies (page 7).

Ruben Frels, head, Texas circuit, dies (page 9).

## Distribution

20th-Fox's Al Lichtman proposes that an all-industry conference wait until the arbitration problem is solved, causing disagreement between Allied and TOA (page 7).

A meeting of 20th-Fox sales heads is set to decide merchandising plans on new films (page 8).

## Exhibition

TOA President E. D. Martin meets with the Defense Department to discuss the problems of films released for army camps (page 7).

Wisconsin and Illinois line up in support of MGM's salute to the nation's theatremen (page 9).

## Financial

Allied Artists negotiates new loans to spur production (page 7).

Disney profit rises and TV benefits are stressed (page 15).

## International

A reporter admits being at sea over revenue from films shown on Canadian vessels, an English theatre company shows a rise in profit; and UA forecasts a Latin American record year (page 10).

## Legal

Appeals Court declares that Ohio's censor laws are "unconstitutional and void" (page 6).

## Legislative

National Allied decides to postpone any action on its proposed federal regulation bill until its board meets (page 6).

## Mel Konecoff

Harold Hecht, president, Hecht-Lancaster Productions, discusses the production plans of his company; Philip Dunne, director, 20th-Fox's "Prince Of Players," discusses quality film making and the growth of public appreciation; and other miscellany is briefly examined (pages 6 and 15).

## Organizations

TOA's film finance group offers participation to all exhibitors and plans to spread the story all over the country (page 7).

Albert Hanson, SCTOA executive, brands the charges against him by Senator Andrew Schoeppel as untrue (page 7).

The Academy of Motion Picture Arts and Sciences consummates a deal to televise the award nominations as well as ceremonies (page 18).

## Production

Kirk Douglas and Arthur B. Krim, UA president, announce that Douglas' own company will produce six for UA (page 18).



A report on the CinemaScope filming of 20th-Fox's "Prince Of Players" was made in New York City recently by Philip Dunne, producer-director of the film, which had its Broadway premiere at the Rivoli.

# NEW YORK

## By Mel Konecoff

THIS ORGANIZATION known as Hecht-Lancaster Productions is rapidly assuming major proportions and a bigger and bigger spot in the United Artists organizational setup.



KONECOFF

Harold Hecht, youthful president, was in town last week prior to leaving for a trip which may take him into England, France, Germany, and Spain on company business.

Firstly, he will be looking to setup settings for location shooting on "Trapeze," which will start around August at a budget of about one-and-a-half million. It will star Burt Lancaster and possibly Gina Lollobrigida, with Carol Reed directing, the latter two being subject to negotiations being completed.

This will be the first of four features contemplated for production in 1955, with the second to be "Operation Heartbreak" to be filmed in England around May at a budget of about \$800,000, with possibly Alec Guinness in the lead, if his schedule permits. The third property to be filmed is "Until They Sail," a James Michener story, which Lancaster will direct at a budget of \$1,200,000. The fourth picture will be based on a polo story called "The Last Chukker" with a similar budget. There is yet another project in which H-L is interested, and that is a cartoon feature being made by UPA based on Thurber's book "The White Deer." This will cost in the neighborhood of \$750,000 and will take about two years to complete.

To be released in 1955 by the organization will be three features, all through United Artists, "Vera Cruz," which is shaping up as a record grosser thus far, "Marty," and "The Kentuckian." Hecht expected that 1956 will also see the company turning out four features, one of which may be "The Way West."

(Continued on page 15)

# BROADWAY GROSSES

(As of this Monday)

## Holdovers Dominate

NEW YORK—Business struck an average pace last weekend with all holdover attractions.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Silver Chalice" (Warners). Paramount claimed \$42,000 for the third week.

"There's No Business Like Show Business" (20th-Fox). Roxy reported \$33,000 for Friday through Sunday, with the fourth week anticipated at \$48,000.

"Deep In My Heart" (MGM). Radio City Music Hall, with Christmas stage show, garnered \$93,500 for Thursday through Sunday, with the fifth week sure to hit \$144,500.

"The Country Girl" (Paramount). Criterion reported that the fourth week would hit \$56,000.

"Carmen Jones" (20th-Fox). Rivoli announced that the 11th week would reach \$10,000.

"Athena" (MGM). Globe expected the last five days of the third week would tally \$5,500.

"Green Fire" (MGM). Mayfair expected the third week to come to \$12,000.

"A Star Is Born" (Warners). Victoria held to a good \$20,000 on the 13th week.

"20,000 Leagues Under The Sea" (Buena Vista-Disney). Astor claimed \$40,000 on the third session.

"Vera Cruz" (UA). Capitol expected the third week to reach \$38,000.

"3 Ring Circus" (Paramount). Loew's State was heading toward a \$22,000 third week.

## Ohio Censorship Ends

COLUMBUS, O.—The Second District Court of Appeals of Ohio last week declared the Ohio censor laws "unconstitutional and void," in reversing the anti-injunction ruling of Judge Ralph Bartlett of Franklin County Common Pleas Court and granting the permanent injunction against the Ohio censor board. This is the first time that an Ohio court has declared the censor laws unconstitutional.

Robert Wile, secretary, ITO of Ohio, said that the decision means that the censor board cannot censor even films submitted voluntarily. Wile also said the decision will strengthen arguments of anti-censorship forces in combatting any new censorship bills introduced in the Ohio legislature.

## Regulation Bill Hangs Fire

WASHINGTON—Allied States Association will not decide whether to push its proposed bill for federal regulation of the industry until after the board meeting early next month, it was stated last week by Abram F. Myers, general counsel.

Myers said Allied's exhibitor defense committee report on the survey conducted in recent weeks to see if distributors have been living up to their promises on rentals, availability, and other items would affect the defense committee's recommendations to the board on the film regulation bill.



# TOA Finance Group Invites All Exhibitors

## AA Negotiates Loan To Spur Production

HOLLYWOOD—Announcement was made last week by Steve Broidy, president, and George D. Burrows, executive vice-president and treasurer, Allied Artists, of the signing of a new one-year loan agreement with the Security-First National Bank of Los Angeles, Hollywood, Cal., and participated in by the Bankers Trust Company, New York City.

This new agreement expires Jan. 1, 1956, and provides for a revolving loan of a maximum of \$1,750,000 and also permits guaranties up to \$500,000 covering bank loans to producers releasing their pictures through Allied Artists. The previous loan arrangement with the same banks allowed borrowing up to a maximum of \$1,250,000.

It was also announced that effective Nov. 26, 1954, a loan agreement was entered into between Allied Artists and DeLuxe Laboratories, Inc., New York, under which agreement DeLuxe Laboratories loaned to Allied Artists \$350,000 the principal of which is payable over a five-year period in annual installments of \$70,000 each.

Broidy and Burrows stated that the proceeds from this new financing would be used principally in the financing of the company's increased production program.

## Army Film Problem Discussed

NEW YORK—Before meeting with Defense Department officials to continue discussions about the problem of films released to be shown at army camps, E. D. Martin, president, TOA, expressed confidence last week that the difficulties can be solved in a mutually agreeable fashion.

Attending the meeting with Martin were Walter Reade, Jr., former TOA president; Herman Levy, general counsel; and Morey Goldstein, chairman, sales managers committee, MPAA.

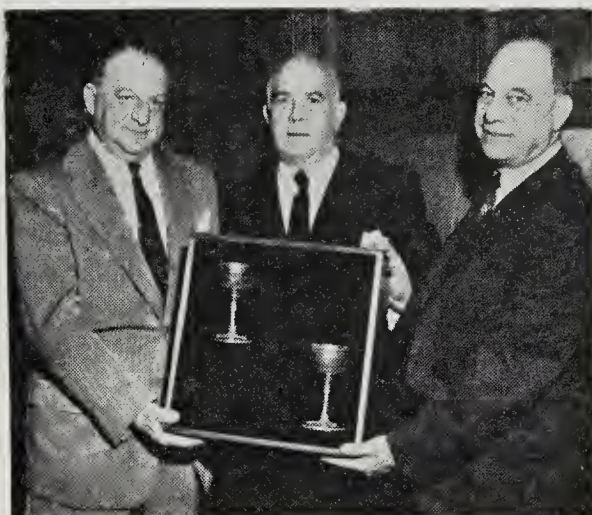
Martin called the Defense Department officials "most cooperative" in discussions dealing with the problems of civilian attendance at army post theatres, and the releasing problems faced by commercial theatres near army posts.

Martin later reported that he had a plan, which he declined to release before its presentation to Defense Department officials, which would, he believed, solve the problem without relegating the service theatres to subsequent-run status or disturbing any government regulations on the policies of the service theatres.

The idea, said Martin, is "to work out a release pattern" meeting with the approval of both the exhibitors and the services.

## Former Pathe Executive Dies

WESTPORT, CONN.—Elmer R. Pearson, former vice-president and general manager, Pathe Film Exchanges, died last fortnight at the age of 70. He is survived by his widow, Mrs. Frances Woodbury Pearson, and two brothers and two sisters.



Spyros R. Skouras, center, president, 20th-Fox, was recently presented by Simon H. Fabian, left, and Harry Oppenheimer, right, a special award from the American Fund for Israel Institutions in recognition of his leadership on behalf of Israel through the American Fund. Skouras was teted at a dinner concert at New York's Waldorf Astoria Hotel attended by over 1,000 dignitaries. Fabian, head, Stanley Warner Theatres, was chairman of the event, while Oppenheimer is a vice-president of the Israel Fund.

## Hanson Answers Schoeppel

HOLLYWOOD—Albert Hanson, trade relations committee chairman, SCFOA, branded as "untrue" and "a vitriolic attack on me through the trade papers," a letter written in mid-December by Senator Andrew F. Schoeppel, Republican, Kansas, newly replaced head of the Senate Small Business Monopoly Subcommittee, which charged Hanson with "complete falsehood, actual misstatements of fact, and half-truths."

Hanson claims that he never received the Senator's letter, and accuses the Senator of "using invectives to smear rather than to lead to the truth."

Schoeppel's letter was in reply to a mid-October letter written to the committee in which Hanson charged the committee with refusing "to listen to testimony or consider anything relative to sales."

## I N D E X

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Feature Reviews: "Target Earth" (Allied Artists); "Deadly Game" (Lippert); "The Bridges At Toko-Ri" (Paramount); "The Americano" (RKO); "Quest For The Lost City" (RKO); "The Other Woman" (20th-Fox); "Prince Of Players" (20th-Fox); "Twelve O'Clock High" (20th-Fox); "Battle Taxi" (UA); "Vera Cruz" (UA); "Jail Bait" (Howco).	

## Meetings In Central Spots And Prospectus Will Spread Story To Theatremen; SEC Final Approval Seen Near

NEW YORK—Exhibitors throughout the country will be invited to participate in the financing of the Theatre Owners of America film finance company, Exhibitor's Film Financial Group, Inc., via meetings held in various central points throughout the country and through a prospectus to be mailed to every exhibitor in the U. S., it was revealed last week by E. D. Martin, TOA president.

Tentative approval of the Security Exchange Commission has been obtained with final approval due this week as soon as completed applications are filed. Capitalization of the organization will be for \$10,000,000, with 100,000 shares being issued at a par value of \$100.

It is expected that the first meeting will take place in St. Louis in the near future, this being a central meeting point for eight states. All of the meetings will have least two finance company directors in attendance.

Martin was asked where the former affiliated circuits stood in the overall plan, and he reported that they are supporting the venture morally and are investigating the possibility of physical participation.

The EFFG, incidentally, according to its charter, has been permitted to produce and distribute films in addition to financing if it is so desired. Martin added that should anything happen to the plans or interfere with the finalization, all monies invested will be returned.

Switching to another subject, TOA stated it was willing to meet with Allied on common problems, and that a second letter has been dispatched to Allied president Ben Marcus requesting a meeting.

## Lichtman Pushes Arbitration

NEW YORK—Al Lichtman, distribution director, 20th-Fox, claimed last week that it would be better if the arbitration issue was settled before any all-industry round table conference was called. Lichtman, author of the plan for the conference, said that he thought that arbitration "should be gotten out of the way first." He indicated that it would be too much of a problem to tackle both projects at the same time.

Lichtman noted that lawyers were drawing up the papers on arbitration, with both sides in agreement on major points, but declined to predict approval of the adoption draft by both sides.

The proposal to postpone the round table conference drew opposite reactions from TOA president E. D. Martin and Allied president Ben Marcus.

Martin favored the postponement of the conference, while Marcus and Allied general counsel Abram F. Myers labeled Lichtman's views as "astounding." Myers declared, "Lichtman's apparent repudiation of his own proposal will be most disappointing to independent exhibitors."



## NLRB Rules Out Industry Jurisdiction

WASHINGTON—The general counsel of the National Labor Relations Board last fortnight decided that the board should no longer assert jurisdiction over the labor relations of an association of motion picture theatre owners, because the pattern of bargaining has changed from an association-wide one to one of individual theatre contracts.

The association involved was not named, but the council's ruling is in line with a long-standing policy. The announcement stated that an individual filed unfair labor practice charges against an association of motion picture theatre owners. In a former case involving the same companies, the board took jurisdiction on the basis that bargaining was abandoned and the theatres or theatre circuits bargained on an individual basis.

The announcement said the evidence disclosed that the contracts negotiated by the theatre differed from case to case, and that "apparently grievances are now being handled on an individual theatre basis, rather than on an association-wide basis."

Investigation also revealed, it was said, that the largest operation involved a chain of 14 or 15 theatres, which annually paid only \$300,000 in film rentals. It was decided that the operations of the parties, considered on a separate basis, would not warrant the assertion of jurisdiction, and that since association-wide bargaining had been abandoned "the size of the operations as it pertains to individual chains is not such as to warrant assertion of jurisdiction."

## Attorney Nixes Settlement

CHICAGO—Edward Blackman, attorney for the 32 West Randolph Street Corporation, former operator, Oriental, objected last fortnight to settlement proposals being discussed by other attorneys, the major distributors, and Balaban and Katz, and filed a brief in Federal District Court seeking permission to carry the case to higher courts.

Blackman has a 25 per cent attorney's fee interest in the case, filed in 1949, which sought \$8,000,000 for alleged anti-trust law violations. The defendants have 20 days to answer Blackman's brief.



Among those attending a recent luncheon in New York City at which the Japanese color film, "Gates Of Hell," was given the 1954 Joseph Burstyn Award of the Independent Motion Picture Distributors Association as the best foreign film of the year, were, left to right, James A. Mulvey, representative of the Japanese producers; Edward Harrison, distributor of the film; Hon. Jun Tsuchiya, Consul General of Japan in New York City; Bosley Crowther, New York Times film critic; and Norman Elson, owner, Guild, where the film is playing.

## Achievement Awards Made

NEW YORK—Recipients of the 1954 Mark of Achievement Awards being made by the amusement industry division, Federation of Jewish Philanthropies, at their luncheon to be held at the Hotel Shera-ton Astor on Jan. 20th, were announced last week by Oscar Hammerstein, II, awards chairman.

The awards will be made to Elmer Davis, radio; Jackie Gleason, television; Grace Kelly, motion pictures; Mary Martin, legitimate theatre; Mitchell Miller, recording industry; Arthur Schwartz, music world; and a special award for 1954 will be made to Patti McCormack for her performance in "The Bad Seed."

The Mark of Achievement awards luncheon is the highlight of the amusement industry division's participation in the Federation's 1954-55 drive. Adolph Schimel is this year's campaign chairman.

## Hughes-Odlum Deal Rumored

NEW YORK—Unconfirmed reports circulated last week that a deal had been made between Howard P. Hughes and the Atlas Corporation for Atlas to purchase RKO from Hughes and also to buy Hughes' share of RKO pictures.

## Merchandising Topic Of 20th-Fox Meeting

NEW YORK—A full discussion of merchandising policy for nine releases during the first quarter of 1955 and a general review of company sales policy headed the agenda of an important two-day division managers' meeting called by Al Lichtman, 20th-Fox director of distribution, last week.

The conclave was to be attended by the company's seven domestic and Canadian sales heads representing the sales organization's 38 exchanges in the two countries.

Spyros P. Skouras, president, was scheduled to address the opening session, welcoming the field sales executives and outlining plans for the new year as well as reporting on his recently concluded six-week trip to Europe on the international progress of CinemaScope.

Joining with Lichtman in leading the deliberations was to be W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, western sales manager; and Glenn Norris, eastern sales manager.

A comprehensive program of national promotion, advertising and exploitation was to be outlined for the nine attractions, of which seven are CinemaScope and in color and two standard, one in color, slated for release January through March. Other topics under discussion were the expediting of prints to the field, stereophonic sound, and suggested ways of improving CinemaScope programming.

Division managers set to attend the meeting were Martin Moskowitz, Atlantic; T. O. McCleaster, central; J. M. Connolly, northeast; M. A. Levy, midwest; H. G. Ballance, southern; and Paul S. Wilson, assistant, southern; Herman Wobber, western; and Reville Kniffen, assistant, western; and Peter Myers, Canadian.

## Attendance Rise Predicted

WASHINGTON—The Commerce Department last week predicted further increases in motion picture attendance in 1955. The prediction came from the Department's motion picture section, headed by Nathan D. Golden. It was part of an overall survey of 25 leading industry groups released by Commerce Secretary Sinclair Weeks.

The estimated box office gross of 1954 was put at \$1,200,000,000. This was an 18 per cent increase over 1953, and brought the average weekly admissions close to 80,000,000 persons. The department survey also pointed out the increasing importance of the foreign market, which brought in nearly \$200,000,000 in 1954.

## Skouras Dinner Aids Israel

NEW YORK—More than \$200,000 was raised by the \$100-a-plate dinner concert presented at the Waldorf-Astoria last week honoring Spyros P. Skouras, president, 20th-Fox. The celebration was given by the American Fund for Israel Institutions, and featured Metropolitan Opera stars Rise Stevens and Robert Merrill, Pierre Monteux, and the symphony of the air, and New York City Ballet stars Diana Adams and Andre Eglevesky.

Abba Eban, Israel's Ambassador to the United States was principle speaker.



Final plans for the 1955 world-wide "Daff Drive" were set recently in New York by U-I foreign distribution executives with the goal being to better the marks of the past four record breaking years. Gathered around Americo Aboaf, foreign general manager, are Josephine Griffin, home office statistical department; Ben M. Cohen, assistant foreign manager and captain of the drive; Joseph Mazer, 16mm. sales head; Aboaf; Fortunat Baronat, foreign publicity director; Jack Dobbin, assistant to Felix Sommer, U-I foreign finance executive; Sommer; and Irving Weiss, foreign service manager.



## Zenith Head Blasts Toll-TV Approval Lag

CHICAGO—Commander E. F. McDonald, Jr., president, Zenith Radio Corporation, last week charged that several groups of theatre owners are attempting to delay the coming of subscription TV because they know it will be a competitor capable of delivering new motion pictures and other boxoffice entertainment to the public more efficiently and much more economically than is now possible.

McDonald had reference to the opposition filed with the Federal Communications Commission by six organized exhibitor groups, opposing Zenith's request for immediate authorization of subscription TV, and requesting full blown hearings on the subject.

McDonald's remarks were addressed to a national convention of Zenith wholesale distributors at the Shoreland Hotel. He revealed that a number of theatre owners have already applied to Zenith for franchises to operate phonevision in their localities, when and if it is approved by the Federal Communications Commission. "The far-sighted action of these individual theatre owners is in striking contrast to the obstructive efforts of the organized groups," he said. "They have recognized phonevision's tremendous potential value and are anxious to secure franchises for their localities. Even though we cannot grant them at this time, we welcome these applications, because we realize that successful operation of phonevision will require the talents of men who are experienced in showmanship and who know the entertainment preferences of their localities.

"This does not mean," he said, "that subscription TV will kill the movie theatre any more than movies killed the legitimate stage, or than radio and TV killed the newspaper business. It will hurt some small theatres, just as every new business development hurts somebody, but that is all. No amount of home entertainment will satisfy the urge to get outside the home for an occasional fling. There will always be people who prefer seeing good movies and grand opera in the theatre, even though it will cost many times as much to see them in the theatre as at home."

McDonald revealed for the first time that with the latest phonevision equipment there will be no need for altering television receivers, either those now owned by the public or those being manufactured.

"Our decoding equipment can be attached readily to any television receiver," he said, "regardless of make, so that it will be a simple matter for any set owner to receive phonevision service."

McDonald said it was to the everlasting credit of the television industry that there had been no attempt made to gang up on theatre television, and questioned the legality of such a move.

"Some years ago," he stated, "many so-called 'four wall' theatres were in bitter opposition to drive-ins. Some ganged up on their new competitor, and eventually paid over millions of dollars in anti-trust damages." In contrast to the limited opposition recorded against subscription TV, he said, is the rapidly growing volume of

## MGM Theatre Celebration Starts With Wisconsin Dual Opening

### Industry Census Forms Go To All Branches

WASHINGTON—The Census Bureau last week mailed out its comprehensive business questionnaire to almost every producer, distributor, exhibitor, and service firm in the motion picture industry.

For the first time in 15 years, the whole industry will be surveyed in the same year. In 1948, a census of producers and service firms was taken and one of distributors and exhibitors in 1949, but not since 1940 have they all been surveyed together.

For the first time, the same division of the census bureau will survey the entire industry, producing better correlation than previously, when producers were surveyed by the manufacturing branch, distributors by the wholesale branch, and exhibitors by the service branch.

The questionnaire will go to every industry firm except those which have no employees. Income tax returns will provide the bureau with information on these forms.

## SW Stockholders To Consider Changes

WILMINGTON, DEL.—The annual meeting of stockholders of Stanley Warner will be held here on Jan. 13. The stockholders will act upon a proposal to amend the certificate of incorporation to conform with the section of the by-laws providing that directors be divided into two classes and elected for a term of two years with the terms of each class expiring in alternate years.

Three directors will be nominated for election to two-year terms, Si H. Fabian, Samuel Rosen, and David G. Baird. Directors whose terms of office will continue and Harry M. Kalmine, Maurice A. Silver, and Dr. Charles F. McKhann.

The proxy statement revealed earnings of SW officials for the fiscal year ended Aug. 28 as Fabian, president, and Rosen, executive vice-president, a combined \$196,774.77; Baird, chairman of the finance committee, \$36,400; Kalmine, vice-president and general manager, \$130,000; Silver, zone manager in charge of SW theatres in the Pittsburgh and Cleveland areas, \$44,800.

The Fabian-Rosen remuneration was paid to Fabian Enterprises under an agreement between it and SW.

### Frels Mourned

HOUSTON, TEX.—Ruben Frels, 55, head, Frels Theatre Circuit, died last week of a heart attack. Owner of 45 Texas theatres, Frels was a director of the Texas Drive-In Theatre Association and a past president of Allied States.

support that is coming from broadcasters, civic groups, actresses and actors, religious leaders, educators, and the general public.

GREEN BAY, WIS.—MGM's first big splash in connection with its "Motion Picture Theatre celebration" got under way here last week and is set to continue for two weeks of activity in connection with the openings of "Bad Day At Black Rock," Bay, and "Green Fire," Orpheum, on Jan. 21.

Theatre interests have indicated they will dress up the city with special lighting effects, bunting, and promotion-wise wake up citizens to the importance of motion pictures in general and the industry at large. The campaign is expected to spread to nearby communities.

Local merchants, a number of civic associations, local chapters of national business clubs and other groups will publicly pay tribute, through newspapers, radio, TV and other media, to the film industry with MGM taking the lion's share of the leadership in promoting goodwill between the merchants and other groups with the theatre interests. This tribute will acknowledge the part theatres have played in getting customers to come to town regularly to attend their favorite place of amusement and also shop on their visits to the main streets.

Ivan Fuldauer, MGM division field representative with headquarters in Chicago, and Louis Orlove, field press representative headquartering at Milwaukee, have arrived to start the ball rolling for the big event.

The first official state act to spark off the jubilee activity is an official proclamation signed by Robert C. Zimmerman, assistant secretary of state, declaring January as "Go To The Movies Month." The proclamation points out, in part, "with characteristic optimism, spirit and enthusiasm, theatres of Wisconsin are welcoming the New Year of 1955 with a 'Forward in '55' celebration, and, whereas, this celebration will bring to hundreds and thousands of moviegoers in Wisconsin a concentration of outstanding film productions during the first four months of 1955," winding up with a request that every city and community in Wisconsin also join and observe the period for celebration."

### Illinois Joins Salute To Nation's Exhibitors

NEW YORK—Following close on the heels of a similar action by the state of Wisconsin, a second proclamation in connection with MGM's "1955 Motion Picture Theatre Celebration" has been issued, the latest by Governor William G. Stratton, Illinois, and countersigned by Charles F. Carpentier, Secretary of State.

The second acknowledgment of MGM's "Forward In '55," like the first, proclaims January as the "Go To The Movies Month," and adds that "The Motion Picture theatres of Illinois represent an important and unique activity."

The proclamation further states that "encouragement and support be given such aggressive plans and salute the thousands of motion picture theatre people who diligently strive to provide the best entertainment for the men, women and children of our state."



# The International Scene . . . . .

## Canada

### Reporter Is At Sea Over Ship Film Setup

TORONTO—Revenue from Canada's marine movie shows is a question mark, leaving the reporter completely at sea. Fact is there are so many distributors supplying the films to vessels plying out of Montreal that there is no way of computing the total amount taken in. There is no central booking agency like Movies En Route, Inc., N. Y., although the closest parallel is Associated Screen News, Montreal, which arranges the supply for the Canadian Pacific Steamship Lines.

These, however, are the known factors in the supplying of films for movies-on-ships-at-sea. Both 35mm. and 16mm. are used, with many of the latter being what is known as non-theatrical.

The connection between ASN and the CPR began in the days when the CPR owned the majority of ASN stock, at the time the film-lab was first organized.

Most of ASN's business is done out of Montreal, although a few of its bookings are for ships out of Vancouver, on the west coast.

The films are taken aboard at the home-port in lots of five or six, from the various companies, and staying aboard the ships for their round-trip on the ocean. Many of the pictures are first-run, utilizing prints awaiting release. All deals are flat, since most of the ships charge no admission.

Greatest share of the income is derived from the 16mm. films, equipment for which the ships have for the most part. Another source of income is that from the Royal Canadian Naval Film Society, which supplies the naval ships.

Much of the screen time is taken up by CPR and CNR films, films which extoll the praises of the vacation-land resort hotels operated by the railroads, and films from the National Film Board. These films are supplied free-of-charge, but distributors are not squawking because it was they who opened up an otherwise unknown market for 16mm.

**CINE CHATTER:** Hansel and Gretel, released in Canada by RKO, was booked into seven Toronto houses, four Famous Players, one Twinex, and one B and F, all day and date. Playing the picture Christmas week were the Tivoli, Capitol, Nortown, Alhambra, St. Clair, Westwood, and Century. . . . Movie in the Tavern is what John Murray Anderson calls his presentation of films at the Brant Inn, Burlington. The movies are presented in the Tavern of the Inn, and the pictures are all from Warners, including such titles as "Johnny Belinda," "Casablanca," "Bright Leaf," and "Always In My Heart." . . . Duncan Campbell heads up the Hamilton Theatre Managers Association. Paul Turnbull, Canada, is vice-president, and Jean Ford, secretary-treasurer. . . . Called to jury duty was Famous Players head office booker John Heggie. Some of the



Ava Gardner, star, UA's "The Barefoot Contessa," now on a world tour, was hosted in Japan recently by Motumo Ohno and Tadayoshi Asao, Schochiku Films, Japan's largest distributing and producing organization. The star's 22,000 mile jaunt is the longest personal appearance.

film bookers are wondering who did most of the talking in the jury room. . . . Winner in group "A" in the first month of Dan Krendel's ballyhoo contest was Bob Harvey, manager, Capitol, North Bay, followed closely by Don Edwards, manager, Tivoli, Hamilton. In Group "B", George Forhan, Jr., manager, Capitol, Welland, pulled off first prize, while second spot was shared by Len Goyin, manager, Capitol, Peterboro, and Al Hartshorn, manager, Regent, Oshawa. . . . United Amusement Corporation, Montreal, declared an extra dividend of 15 cents a share along with dividends of 25 cents on the A and B shares and voting trust certificates, all payable Dec. 15 to holders of record, Nov. 30.

HARRY ALLEN, JR.

## England

In London, Sidney Bernstein's Granada Theatres, Ltd., showed a net profit of 84,786 Pounds for the year ended Sept. 30, as compared with 72,572 for the preceeding year. Bernstein announced a dividend of five per cent will be paid on the ordinary shares, which are privately held. The 55 house Granada Circuit is converting completely to CinemaScope.

### Latin American Record Seen For UA '55 Films

NEW YORK—United Artists' Latin American supervisor, Sam Bekeris, last week predicted a "record year" for his company in South and Central America.

Bekeris also stated that 1954 had been a "great" one for UA in Latin America with business "substantially" ahead of the previous year. Bekeris attributed the improvement of business primarily to the improved product available in 1954, but also mentioned the reorganization of the company and the greater cooperation of the home office to those in the foreign field as contributing factors.

Bekeris confirmed that the "frozen funds situation" is improving in Latin America.

## COMPO Ad Assists Community Efforts

NEW YORK—How two newspapers made use of a recent COMPO advertisement in Editor and Publisher to fight a local admission tax and to aid local retail business was revealed last week by COMPO headquarters.

The advertisement was the 32nd in the COMPO series in the newspaper industry's trade paper. It reprinted a story in Variety that told how the merchants of Ellsworth, Wis., finding their business hurt by the closing of the local theatre, were raising a fund to keep the theatre operating.

In its issue of Dec. 20, The Radford (Va.) News Journal reprinted the advertisement as an argument for repeal of the local 10 per cent admission tax.

The next day, in Seattle, Russell W. Young, advertising manager, Seattle Times, sent the advertisement to each of the 12 members of the Downtown Promotion Committee, a group made up of advertising executives representing the larger downtown Seattle stores. The committee is responsible for planning and setting up most united promotional activities for the downtown Seattle stores and it works with the theatres each year on a huge "Back To School" show which uses the facilities of six of Seattle's first-run theatres.

In his memorandum to the promotion committee, Young said, "The attached is an interesting announcement showing that the public likes to be entertained, and when they are entertained they are in a better frame of mind, resulting in a happy community, making all business better. Just another reason for events like the Santa Claus Parade and the Back To School program."

### Hempstead Case To Be Tried

NEW YORK—The State Court of Appeals last week ordered a trial for the case of Hempstead Theatre Corporation vs. Metropolitan Playhouses, Inc., and Circuit Vendors, Inc., wherein Hempstead is seeking to share in an anti-trust settlement of \$2,000,000 won by Metropolitan, which is a tenant of the Hempstead Theatre Corporation.

Hempstead is claiming that an anti-trust settlement constitutes "gross receipts" upon which they, as landlord, can claim additional rent under the leases.

The court upheld the lower court in its decision that the case could not be dismissed for legal insufficiency, and must therefore go to trial.

### UA Theatres Register Stock

WASHINGTON—United Artists Theatre Circuit, Inc., New York, has filed a registration statement with the Securities and Exchange Commission seeking the registration of 400,121 shares of its \$1 par common stock.

Money raised from the sale of the stock will be used to retire outstanding bank debts, one with the Bank of America National Trust and Savings Association of Los Angeles and one with the Marine Midland Trust Company of New York. The balance will be retained for general working capital.



Important  
Announcement  
about...

**VISTAVISION**  
MOTION PICTURE HIGH FIDELITY

**A NEW WORLD OF MOTION PICTURES**



# VISTAVISION

MOTION PICTURE HIGH FIDELITY

## Paramount's Gift to the Industry



*A STATEMENT BY BARNEY BALABAN*

It is important at this time, I believe, to review what Paramount's development of the Horizontal VistaVision Camera means—and will continue to mean—to exhibitors in terms of increased theatre admissions and to the future of our industry.

Paramount's first VistaVision picture, *WHITE CHRISTMAS*, has now played widely to solid top grosses, in many cases to all-time record-breaking results.

More important — *WHITE CHRISTMAS* proves the wisdom of Paramount's policy as regards the Wide Screen.

From the start our Company was unwilling to rush into adopting any Wide Screen system technically not yet perfected and which would place an undue economic burden on our customer, the exhibitor.

With faith in our Studio's fine scientific department, Y. Frank Freeman and I authorized expenditures of several millions of dollars in the efforts to develop to perfection a system of photography and projection which would furnish to exhibitors everywhere the best photographed pictures in the ideal 2-to-1 proportion on the largest possible screen at the least possible expense to the theatres.



The results, beyond our fondest dreams, are:

The Horizontal VistaVision Camera—and the complete conversion of our Studio to this system.

Ten VistaVision pictures already completed.

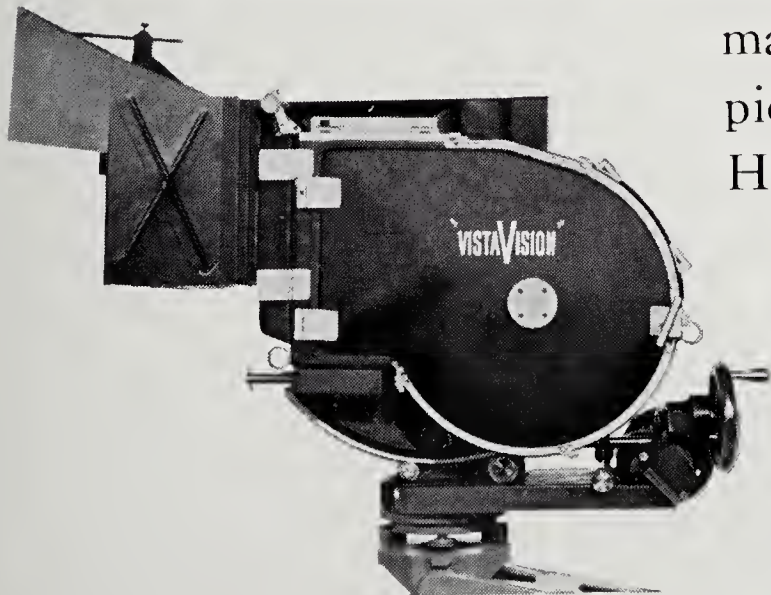
A few weeks ago, the top executives of our worldwide sales and advertising departments came to Hollywood and viewed these ten productions. They were extremely enthusiastic over what they saw. So eager were they to spread the proof of the outstanding values in these pictures and of the amazing merits of the Horizontal VistaVision Camera, that they urged the Studio to prepare a Special Film containing the highlights of the pictures.

Running 20 minutes, this Special Film is nearing completion and is titled:



We are arranging trade showings of this film for exhibitors and will subsequently furnish prints, *without charge*, to theatres for the entertainment of their audiences.

I sincerely believe that this is a most important film. I think that, seeing it, you will visualize for the first time *A New World In Motion Pictures* and its vast potentialities. I am confident that, having seen it, you will agree that the real technical and financial future of our industry rests upon the ultimate photographing and projecting of motion pictures standardized on the principles of the HORIZONTAL VISTAVISION CAMERA.



  
Barney Balaban  
President, Paramount Pictures Corporation



Paramount Presents

# VISTAVISION

MOTION PICTURE HIGH FIDELITY

## A Product Featurette

Plan Now To Play  
Without Charge!

The exciting scope and lifelike clarity of VistaVision, the ideal system of photography and projection, will be seen in this featurette, comprising 20 minutes of highlights from

### Paramount's First 10 Attractions in VistaVision

—ALL IN COLOR BY TECHNICOLOR

Irving Berlin's

**WHITE CHRISTMAS**

**STRATEGIC AIR COMMAND**

**RUN FOR COVER**

Alfred Hitchcock's

**TO CATCH A THIEF**

**THE FAR HORIZONS**

Hal Wallis'

**3 RING CIRCUS**

**WE'RE NO ANGELS**

**THE SEVEN LITTLE FOYS**

Alfred Hitchcock's

**THE TROUBLE WITH HARRY**

**LUCY GALLANT**

Now Available! The First Paramount Short in VistaVision

**VISTAVISION VISITS NORWAY**

color by Technicolor

Other VistaVision Shorts In Preparation



## Industry Tax Estimate Vindicated By Yield

NEW YORK—Returns of the second payment of the New York City five per cent tax from all sources of amusement revenue in the city, amounted to approximately \$2,420,000 for the three month period ended Nov. 30, 1954, it was reported last week.

Over 50 per cent of this figure came from exhibition returns. It is expected that a more detailed breakdown on how much the local theatremen have paid in tax and how much has been withheld as breakage may be available at a later date.

During the five months that the tax has been in effect, it has brought to the city a total revenue of \$3,711,949. If this figure is mathematically extended to cover a 12-month period, total revenue from all sources is found to be \$8,900,000. The City Budget official had originally estimated that the tax would bring in \$9,000,000 from theatres alone, and \$16,000,000 from other amusements.

Harry Brandt, president, Independent Theatre Owners Association, has maintained along with Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association, that the tax cannot yield more than \$4,000,000 yearly from theatres, and that the industry data submitted to Mayor Wagner, but rejected, was correct.

At this first press conference of the year, Mayor Wagner stated that the city would not repeal any taxes, including the admissions tax, until it can see what the financial situation is and what aid the city can secure from Albany.

### Col. Signs Hayworth, Bogart

HOLLYWOOD—Columbia last fortnight was reported as signing an agreement with Beckworth Film Company, which formerly made Rita Hayworth films for Columbia, whereby Miss Hayworth receives a contract for \$1,000,000 plus \$300,000 for two films.

Humphrey Bogart was reported completing arrangement for sale to Columbia of his independent company, Santana Pictures, for over \$1,000,000. He was also said to be considering a separate offer by Columbia to star in six films.

### Konecoff (Continued from page 6)

Hecht-Lancaster will shortly open an office in New York to investigate the organization's possible entry in the legitimate theatre and also announced was the formation of its own music publishing firm with the first tune to be "Hey Marty" from the feature "Marty," which will be used to promote the release. The play property, "Zorba The Greek," is presently being dramatized, and any properties for the stage probably will be filmed eventually by the company. The first play may not be ready until 1956.

Hecht said that he was very happy with United Artists as a releasing organization, and he felt confident that all future product would go through them. He thought that the possibility of a talent pool and school to be set up by independents ought to be investigated as a possible means of overcoming a talent shortage, but he admitted a lack of knowledge as regards the legal end.

**HE DUNNE SAID IT:** Philip Dunne, one of 20th-Fox's top screen writers, who marks his direct orial debut with "Prince Of Players," arrived here last week for promotional activities on behalf of the film as well as to see some plays and some talent for possible use in the furture pix.

The man whose screen writing credits include "The Egyptian," "Demetrius And The Gladiators," "David And Bathsheba," "Pinky," "Forever Amber," "The Robe," and others, will write and produce the film based on the best-selling novel, "The View From Pompey's Head," scheduled to start in the spring possibly with Gregory Peck in the lead. He may also direct the film as well.

Also on his schedule is another best-seller, "Katherine," which he will produce and direct. No date has been set on this yet since the script is still in the preparation stage although a goodly portion of it will be filmed in Ireland or Scotland.

"Prince Of Players," which stars Richard Burton and Maggie McNamara, and has a number of sequences from some of Shakespeare's more famous works, cost about one-and-a-half millions and was shot in 31 days in CinemaScope, a medium he is very excited about, incidentally. He

## Disney Profit Rises; TV Benefit Stressed

LOS ANGELES—Consolidated net profit of Walt Disney Productions in the fiscal year ended Oct. 2, 1954, was \$733,852, equal to \$1.12 per share on the 652,840 shares of common stock outstanding, President Roy O. Disney said last week in his annual report to shareholders. This compared with a profit of \$510,426, or 79 cents a common share, in the preceding year. Provision for federal income taxes in the 1954 fiscal year amounted to \$840,000, compared to a provision of \$365,000 a year ago.

Gross income for the 1954 fiscal year totaled \$11,641,408, an increase of \$3,275,547 over the \$8,365,861 reported for the preceding year. Gross film rental income for the past year is not strictly comparable with that of prior years. Disney said, because of the adoption during the past year of the policy of distributing certain pictures through the company's wholly-owned subsidiary, Buena Vista Film Distribution Company, Inc.

Revenues from character merchandising, publications, music and non-theatrical film distribution were higher than in fiscal 1953, and continue to be an important and profitable part of the company's business, the report said.

Disney told the shareholders that the company's weekly television program has enjoyed an excellent reception from the public and its sponsors. Discussing this new area of activity, he said, "We have embraced television not only for itself and its possibilities, but also to exploit and sell our motion picture product. While we expect to make a profit directly from television sales, such profit will not be great. Our real gain will be in the marketing value to our motion pictures which are still our primary business."

The report stated that construction of Disneyland, located near Anaheim, California, is progressing satisfactorily with present plans calling for its opening in July, 1955.

Disney stated that in no previous year has the company had product for release as strong as is scheduled for 1955.

opined that the public should appreciate the film since its quality has been widely commented upon, and they are ready for something a little different in popular entertainment.

Dunne was of the opinion that major companies should turn out larger and fewer films so that high quality would be maintained, an impossibility when turning out films strictly for the sake of quantity. He did agree, though, that the number can't be too small since theatres must have quite a bit of product in order to remain open. The minimum price for which a feature can be turned out at a major studio these days, he estimated, was between \$700,000 to \$800,000.

**THE METROPOLITAN SCENE:** In conjunction with the national release of 20th-Fox's "Prince Of Players," a new popular priced edition of the Eleanor Ruggles book is being issued by W. W. Norton and Company, New York. Picture dates and campaigns by local book stores are being coordinated.

## This Was The Week When . . . . .

Paramount's "The Bridges At Toko-Ri" was set to open at the Radio City Music Hall, New York, on Jan. 20. . . . A licensing agreement for the manufacture of Perspecta stereophonic sound integrator units was granted to N. V. Philips Radio, Holland. . . . Dianne Foster began a three-week personal appearance tour of 12 cities to promote her latest, Columbia's "The Violent Men." . . . Pacemaker Pictures acquired the American releasing rights to J. Arthur Rank's "Chance Meeting." . . . Screen rights to "Something Of Value," soon to be published novel by columnist Robert Ruark, were purchased by MGM.

"Holiday For Henrietta," French film, was announced as the feature to follow "The Detective" at the Fine Arts, New York. . . . Walter Branson, RKO sales head, announced that national release of "Tarzan's Hidden Jungle" would be on Feb. 9. . . . 20th-Fox announced that "Prince Of Players" will open in 11 domestic situations up to Jan. 29. . . . Frank Kassler, president, Continental Distributing, Inc., revealed that his company had acquired western hemisphere rights to Alec Guinness' first Technicolor comedy, "To Paris With Love." . . . The American premiere of the British mystery, "The Green Scarf," was set for the RKO Palace, New York, on Jan. 14. . . . William Perlberg and George Seaton, producers, Paramount's "The Bridges At Toko-Ri, announced plans to promote openings via a personal tour.



SOON!

The guys of  
"Battle Cry"

SOON!

The girls of  
"Battle Cry"

SOON!

The scorchingly  
personal story of

# Battle

THE BEST-SELLER  
THE NATION  
COULDN'T  
PUT DOWN—  
ABOUT  
YOUNG PEOPLE  
IN LOVE  
WHEN  
THE BATTLE  
IS FAR AWAY...



'Spanish  
Joe'  
and his  
name for  
anybody's  
girl...  
**Babe**



Danny  
whose  
devotion to  
Kathy almost  
melted in  
the arms of  
**Elaine**



CINEMASCOPE

WARNERCOLOR • STEREO

STARRING  
VAN ALDO MONA NANCY JAMES RAYMOND TAB  
HEFLIN RAY FREEMAN OLSON WHITMORE MASSEY HUNT



**BATTLE CRY**  
*A Novel*

**Hodge**  
and the  
night he  
learned  
the sordid  
truth about  
**Rae**

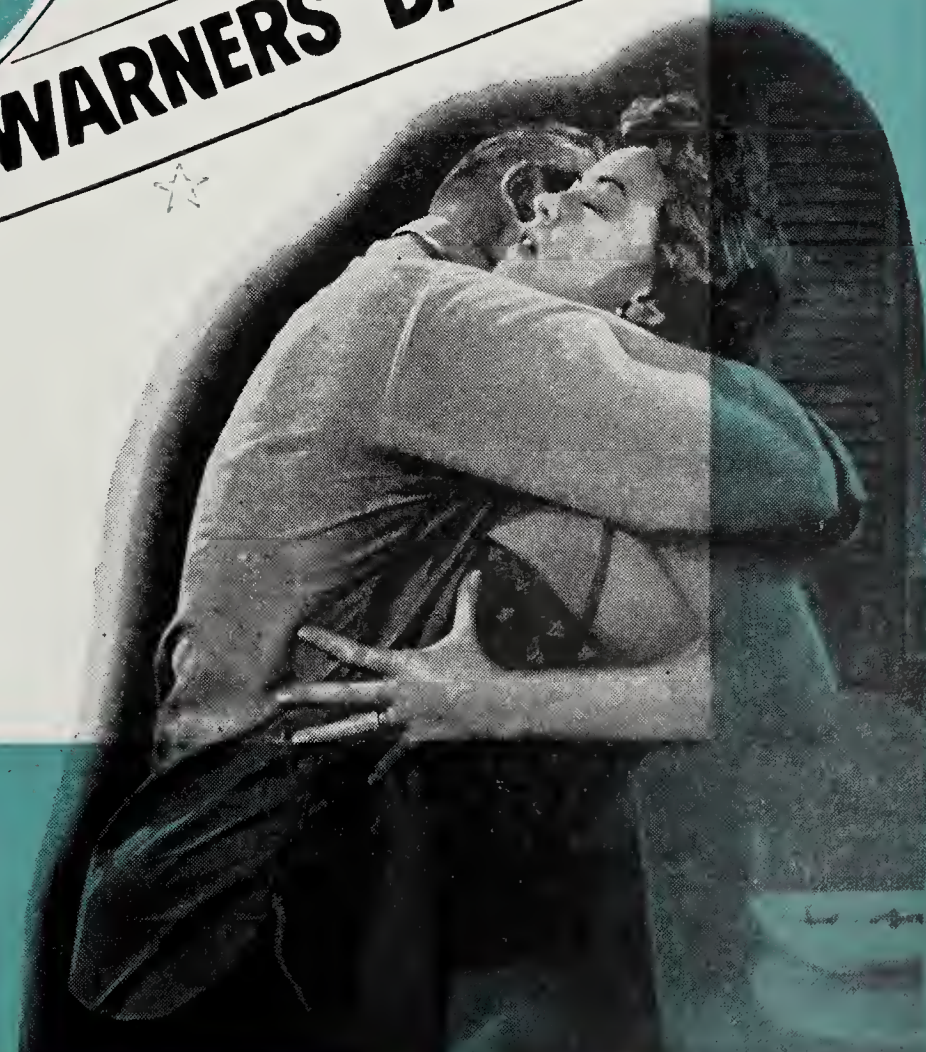
**Andy**  
and his  
reckless  
love that  
brought the  
trouble to  
**Patricia**

**"Ski"**  
and his  
revenge  
for the  
heartbreak  
caused by  
**Susan**



# Cry

**SET YOUR SIGHTS HIGH FOR WARNERS' 'BATTLE CRY'!!!**



SOUND  
CROTHY  
ALONE ★ ANNE FRANCIS

SCREEN PLAY BY  
LEON M. URIS  
DIRECTED BY  
RAOUL WALSH  
ORIGINAL MUSIC BY MAX STEINER





## In The Newsreels

MOVIEONE NEWS (Vol. 38, No. 3) Sports Review of 1954.

NEWS OF THE DAY (Vol. XXVI, No. 237) The Sports Parade of 1954.

PARAMOUNT NEWS (No. 40) A year ends, a new year begins, will it bring peace?

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 27, No. 635) New Mexico: Fastest stop for rocket sled. Japan: H-bomb survivors recover. San Francisco: General Dean's son joins up. Silver Spring, Fla.: Under water fashion show. New York: Philadelphia defeats New York in pro basketball.

WARNER PATHE NEWS (Vol. 26, No. 42) Sport Thrills of 1954.

IN ALL FIVE:

Pasadena, Cal.: Rose Bowl. New Orleans: Sugar Bowl.

IN ADDITION TO THE ABOVE:

MOVIEONE NEWS (Vol. 38, No. 4) Pasadena, Cal.: Tournament of Roses. Philadelphia: Mummers parade. France: UN Secretary General sees Premier Mendes-France enroute to Red China. Greece: Luxury liner gets new name. England: Atomic power plant.

NEWS OF THE DAY (Vol. XXVI, No. 238) Miami, Fla.: Orange Bowl. Algeria: French hunt terrorists. England: Atomic power plant at Cumberland. France: UN Secretary General sees Premier Mendes-France enroute to Red China.

PARAMOUNT NEWS (No. 41) Miami, Fla.: Orange Bowl. Dallas: Cotton Bowl.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 636) Dallas: Cotton Bowl. Miami, Fla.: Orange Bowl. Miami, Fla.: Salute to King Cotton. Pasadena, Cal.: Tournament of Roses. Philadelphia: Mummers parade.

WARNER PATHE NEWS (Vol. 26, No. 43) Miami, Fla.: Orange Bowl. France: UN Secretary General sees Premier Mendes-France enroute to Red China. France: "Miss Milk" from USA greeted. Japan: US officials meet country's new leader. Washington: McCarthy's swan song.

## COMPO Greets New Year

NEW YORK—The 34th in the series of Council of Motion Picture Organizations, Inc., ads in Editor and Publisher extends best wishes for a happy new year states that the coming release of a large number of exceptionally fine motion pictures makes the wish more of a promise than a mere holiday greeting.

The advertisement asserts that there are several reasons for this "pleasant state of affairs," explaining that the public has given good pictures support; the industry lift received when the federal admission tax was reduced last April; and the fact that the novelty of television has worn off and people are going back to the movies for their entertainment.

## Douglas To Produce For UA

NEW YORK—Arthur B. Krim, president, United Artists, and Kirk Douglas, motion picture star, announced jointly last week that Douglas had formed his own independent film company, Bryna Productions, to produce six pictures for United Artists release.

"Viking Raiders" and "Van Gogh" will be the first two films from Bryna Productions. Douglas will star in both.

## Fulbright To Address Brotherhood Dinner

NEW YORK—Senator William J. Fulbright of Arkansas will be the principal speaker at the Brotherhood Dinner sponsored by the National Conference, it was announced last week by John H. Harris, national chairman, amusements division, Brotherhood campaign.

The dinner launching Brotherhood Week for 1955 will be held at the Waldorf-Astoria Hotel tomorrow (Jan. 13). J. Robert Rubin, permanent general chairman, amusements division will be the guest of honor.

More than 1,000 performers and executives from every branch of the entertainment industry will attend the dinner highlighting the Brotherhood effort, which fosters understanding among Americans of all faiths, races and creeds.

## Warners To Consider Directorial Changes

NEW YORK—The annual Warners stockholders' meeting will be held on Feb. 2 at Wilmington, Del., it was announced last week. Stockholders will act upon a management proposal to amend the certificate of incorporation to conform with by-laws calling for the division of directors into two classes, with directors serving for two years, and with the terms of each class expiring in alternate years.

Three directors are to be elected for two year terms at one annual meeting, and five named for two year terms at alternate annual meetings. A majority of the board is therefore elected only at alternate meetings, and the election of nominees at the other meeting is not sufficient to change the management.

Management nominees at the Feb. 2 meeting will be Waddill Catchings, Robert W. Perkins, Albert Warner, Harry M. Warner, and Jack L. Warner.

Warners directors and those receiving in excess of \$30,000 in the year ended Aug. 31 were Harry M. Warner, \$104,000; Jack L. Warner, \$104,000; Samuel Schneider, \$104,000; Albert Warner, \$78,000; Benjamin Kalmenson, \$104,000; Samuel Carlisle, \$40,050; Stanleigh P. Friedman, \$65,000; and Robert W. Perkins, \$78,000.

## Academy Nominations On TV

HOLLYWOOD—The Academy Award nominations may be used by NBC as the basis for a 90-minute spectacular, it was surmised last week after the disclosure that the Academy had signed a six year contract for telecasting and broadcasting not only the Academy Awards ceremonies, as in the past, but also the nominations. Minimum fee to be received by the Academy for these features is \$1,050,000.

The nominations date was given this year as Feb. 12, which is a Saturday, considered bad timing for newspapers but right for NBC program purposes. The film industry will have first refusal of sponsorship after 1955, which is committed to Oldsmobile.

Announcement of nominations has been routinely handled up to now, being nothing more than handing out press releases to assembled newsmen.

## About People

NEW YORK—Erwin J. Bofferding, former assistant manager, suburban Minneapolis and St. Paul theatres and a former U.S. Department of Labor official, last week was elected a principal associate of Cresop, McCormick, and Paget, management consultants with offices both here and in Chicago. Bofferding was employed by the Minnisota Amusement Company from 1930 to 1935. He is the holder of a Rockefeller Foundation Fellowship, and received the degree of Master of Arts in Public Administration from the University of Minnesota in 1941. In 1942 he was named assistant chief of the Unemployment Insurance Service of the Department of Labor's Bureau of Employment Security in Washington, and was awarded the department's Distinguished Service Award before joining Cresop, McCormick, and Paget in 1953 as a staff associate.

NEW YORK—Eric Johnston, president, Motion Picture Export Association, announced last week the appointment of Amos Hiatt as special assistant to the MPEA treasurer to handle foreign exchange and compensation arrangements. Long experienced in the financial field, Hiatt formerly served as assistant comptroller of Pan American World Airways and as regional director for the Middle and Far East of Intercontinental Hotels Corporation. Hiatt's motion picture background includes service as treasurer of RKO-Pathe companies and as vice-president and director, First Division Productions. He also worked with the late Frederick Ullman in Beekman Films. Hiatt participated in a survey of motion picture distribution problems and wrote a book on the subject for the Harvard Business School.

NEW YORK—Mrs. Sherlee Weingarten Lantz, former casting director for the Theatre Guild and for Louis de Rochemont's independent film productions, has been appointed general talent representative in the east for Hecht-Lancaster Productions, it was announced last week by Harold Hecht, co-owner with Burt Lancaster of the production company which is releasing its films through United Artists. Mrs. Lantz, whose headquarters will be in New York, will be concerned with performing and other talent for the Hecht-Lancaster company.

NEW YORK—Joseph J. Laub has been appointed RKO assistant general counsel, it was announced last week by J. Miller Walker, vice-president and general counsel. Laub, a member of the legal staff for the past six years, has been chief assistant to general counsel in distribution, financial, and corporate matters, and has also served as assistant secretary, RKO and affiliated companies. He will hereafter also serve as secretary of affiliated operating companies.

HOLLYWOOD—Edward L. Alperson last fortnight announced the appointment of Richard D. Spierman as vice-president in charge of National Pictures Corporation activities in England and Continental Europe. Spierman has sailed for London to undertake his new duties.



From: **COLUMBIA**  
To: **SHOWMEN**  
For: **JANUARY**

**G.I. TRAITOR TELLS ALL!**  
Bares Shock-Filled Story!



**THE BAMBOO PRISON**  
starring **ROBERT FRANCIS** **DIANNE FOSTER** **BRIAN KEITH**  
with **JEROME COURTLAND** Screen Play by **EDWIN BLUM** and **JACK DEWITT** • Produced by **BRYAN FOY** • Directed by **LEWIS SEILER**

*Sensational  
Timely!*

*Headline  
attraction!*

**NOBODY DRAWS  
FASTER THAN**

**MASTERSON  
OF  
KANSAS**



**GEORGE MONTGOMERY** **TECHNICOLOR**  
NANCY GATES • JAMES GRIFFITH  
Story and Screen Play by **DOUGLAS HEYES** • Produced by **SAM KATZMAN** • Directed by **WILLIAM CASTLE**  
A COLUMBIA PICTURE

*The  
fastest  
box-office  
draw  
of them  
all!*



-and of course

January is the  
month for Columbia's  
'The  
**Violent Men!**

**CINEMASCOPE**

GLENN **FORD** • BARBARA **STANWYCK**  
EDWARD G. **ROBINSON**

**THE VIOLENT MEN**

Dianne **FOSTER** • Brian **KEITH** • May **WYNN** • Warner **ANDERSON**

Screen Play by HARRY KLEINER • Based upon a novel by DONALD HAMILTON • Produced by LEWIS J. RACHMIL • Directed by RUDOLPH MATÉ • A COLUMBIA PICTURE

... AND THEIR WOMEN!

COLOR BY  
**TECHNICOLOR**



MOTION PICTURE  
**EXHIBITOR**  
FEATURE

# "There's No Business"

looks like

# Big Business



A TV remote truck was used to broadcast the gala premiere activities. It was the first commercially-sponsored telecast of such an event.

**H**IGHLIGHTING production at 20th-Fox in 1954 was the \$5 million production of Irving Berlin's "There's No Business Like Show Business" in CinemaScope, and one of the most memorable campaigns in years was turned in by the company in launching to great success the Darryl F. Zanuck presentation.

Faced by a record drive hitting and re-hitting all segments of the public through the utilization of all media, the musical giant starring Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, and Mitzi Gaynor appears headed to fame and fortune.

Under the astute direction of vice-president Charles Einfeld, the 20th-Fox promotional team pulled out all the stops for the lavishly-mounted musical attraction. The world premiere at New York's

Roxy was transformed into a giant tribute to the acting profession marking the first time show people were on the receiving end of a benefit opening. The gala launching saw all proceeds, running into thousands of dollars, turned over to the Actors' Fund of America and its allied organizations, the Episcopal, Catholic, Jewish, and Negro Theatrical Guilds, The Lambs, and The American Theatre Wing. To lend a personal touch to the proceedings, four of the picture's six stars, Ethel Merman, Dan Dailey, Johnnie Ray, and Mitzi Gaynor; producer Sol C. Siegel; and composer Irving Berlin converged on New York for promotional activities.

The personalities reached millions of persons, not only in New York but also in every corner of the nation, through a record number of TV and radio appear-

ances, newspapers, magazine and wire service interviews, and personal appearances around Gotham.

Official civic recognition of the opening saw Mayor Robert F. Wagner proclaiming Actors' Fund Week in ceremonies held at City Hall. Manhattan Borough President Hulan Jack officiated in ceremonies re-naming Times Square "Show Business Square."

Promotional icing was placed on the vitamin-packed CinemaScope and color by De Luxe cake on opening morning as stars Merman, Dailey, Ray, and Gaynor, joined by composer Berlin, manned the theatre's boxoffices selling tickets to enthusiastic patrons mobbing the bedecked Roxy.

It all adds up to big business for "Show Business."



Part of the premiere bally consisted of turning Times Square into "Show Business Square."



Arriving at the theatre to buy the first tickets opening day are, left to right, Mitzi Gaynor, Johnnie Ray, Ethel Merman, and Dan Dailey, stars of the big Irving Berlin musical.





The Roxy managing director, William McClair, greets Dailey in theatre lobby, standing in front of Irving Berlin's "Magic Piano."



Leading restaurants and night clubs, such as Sardi's, allowed teams of actresses to sell premiere tickets on the premises.



Dailey is presented with a souvenir ticket to the premiere from actresses of The American Theatre Wing at Idlewild Airport.



Leon Birnbaum, 20th-Fox's studio music editor, met the trade press to underline the musical problems involved in the production.



As part of the all-out publicity campaign, producer Sol C. Siegel is seen discussing the five million dollar picture with the trade press.



New York City Mayor Robert F. Wagner, center, issued a proclamation announcing "Actor's Fund Week." Seen with him are Fund president John Golden, the producer, and City officials.

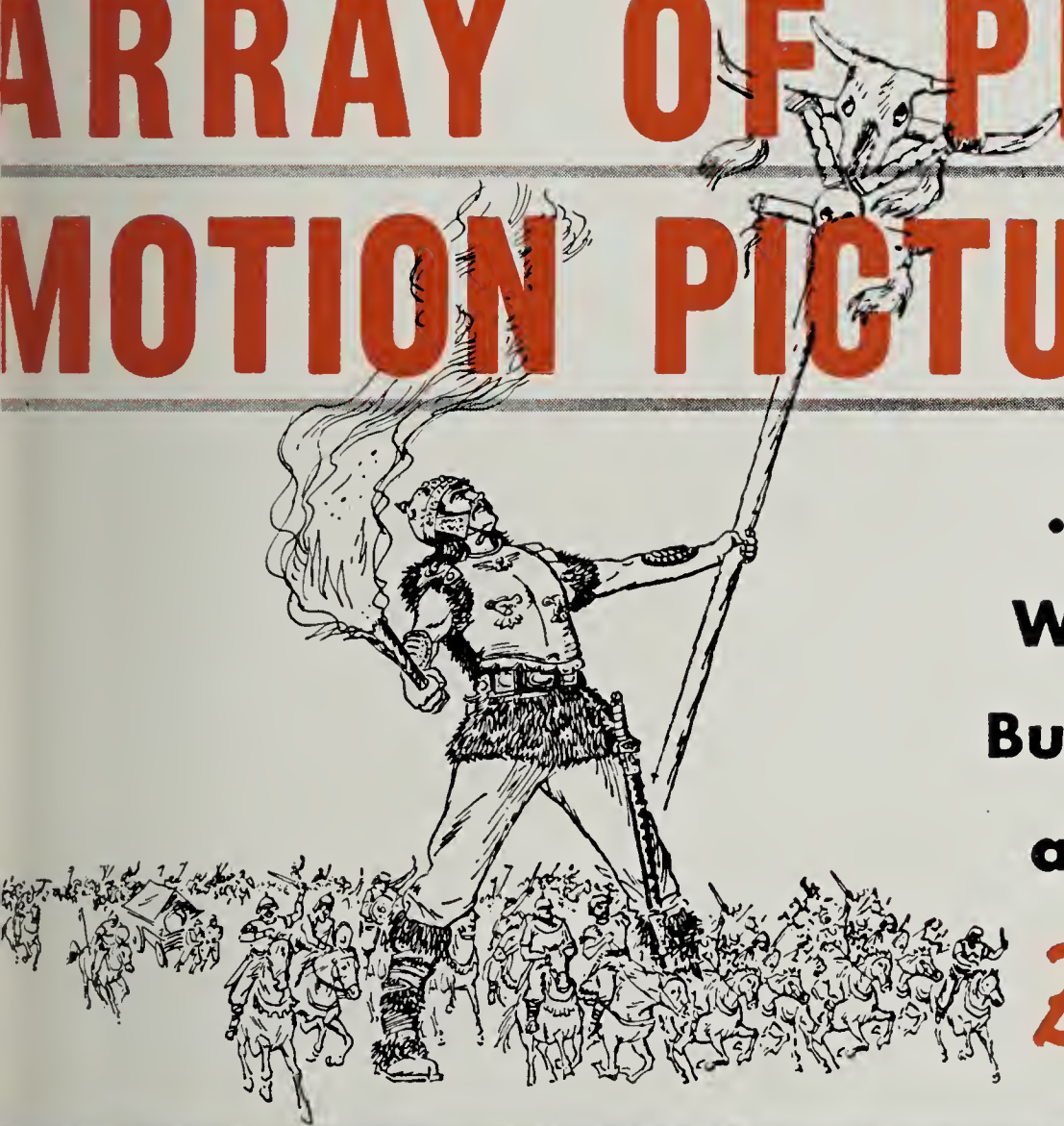


Merman is seen arriving from Denver to help publicize the picture and attend the premiere.



*Universal's*

**"SIGN OF THE PAGAN"**  
**IS DOING TOP BUSINESS**  
**..AGAINST THE GREATEST**  
**ARRAY OF PRODUCT IN**  
**MOTION PICTURE HISTORY**



... in Los Angeles, Boston,  
Washington, Salt Lake City,  
Buffalo, Phoenix, Tampa ...  
any size city ... "Pagan" is

***BIG!..BIG!..BIG!***

*Universal International presents*

**JEFF CHANDLER**  
**JACK PALANCE**  
**LUDMILLA TCHERINA**  
**RITA GAM**

**SIGN OF THE PAGAN**  
COLOR BY *Technicolor* **CINEMASCOPE**

with JEFF MORROW • GEORGE DOLENZ • EDUARD FRANZ • ALEXANDER SCOURBY

Directed by DOUGLAS SIRK • Screenplay by OSCAR BRODNEY and BARRÉ LYNDON Story by Oscar Brodney • Produced by ALBERT J. COHEN • A UNIVERSAL-INTERNATIONAL PICTURE



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*

## Vigorous Ballyhoo Hypos "Violent" Bow

BOSTON—The radio airwaves, store window, and street ballyhoo received the heavy play in the exploitation campaign fashioned by Paul Levi when Columbia's "The Violent Men" bowed at Boston's Pilgrim, flagship of Abner Pinanski's American Theatres chain.

Two contests were run simultaneously on Beantown radio stations. One was a limerick finishing contest which was part of the exploitation kit furnished by Columbia for the CinemaScope film. The second contest was suggested by the press book, and consisted of having the listener supply "violent" words which had the letters f-o-r-d, for star Glenn Ford. In both cases free tickets to the picture were the prizes. The stunts drew considerable interest to the playdate.

Another radio aid was the open end interviews with stars Barbara Stanwyck

and Edward G. Robinson, which were given prominent play on three stations.

A tieup was effected involving the Dell pocket edition of "Smokey Valley," the novel from which "The Violent Men" was adapted. Posters linking the book and the film were placed in book stores, news-stands, on hotel cigar counters and other spots which handled the book. In addition, banners with credit copy for the playdate were strung on the trucks of the New England News Company, local distributors for the book.

The western aspect of the picture provided opportunity for several window tieups. Several book stores tied up "The Violent Men" with the book, "Pictorial History Of The Wild West." Other stores selling western garb for children built window displays around material plugging the picture.

## Radio, TV Plugs Aid "Prince Of Players"

NEW YORK—Twentieth Century-Fox's "Prince of Players" in CinemaScope is receiving a major TV and radio promotional campaign keyed to its premiere opening yesterday (Jan. 11) at the Rivoli and national release later this month, it was announced last week.

The extensive drive will see the picture plugged to audiences of millions across the country, via personalities and appearances and special promotions on more than 25 top-rated national and local programs.

Philip Dunne, producer-director, has arrived in New York from Hollywood for the film's debut and has been set to appear on several popular shows. On the Tex and Jinx show, an NBC presentation, Dunne will be joined by the noted playwright Moss Hart, who wrote the film's screen play.

Multiple plugs for the picture will be achieved by the utilization of copies of the Eleanor Ruggles best-seller, published by W. W. Norton Company, as prizes and giveaways on quiz, chatter, and personality TV programs.

## Paramount To Use TV

HOLLYWOOD—In line with Paramount's long-range publicity and exploitation planning, Dean Martin and Jerry Lewis have made three television trailers for their latest film, "You're Never Too Young."

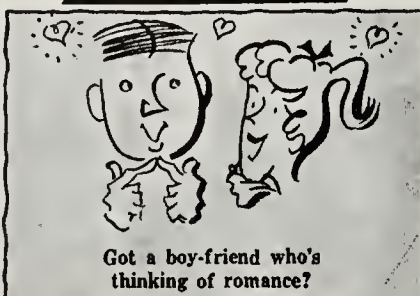
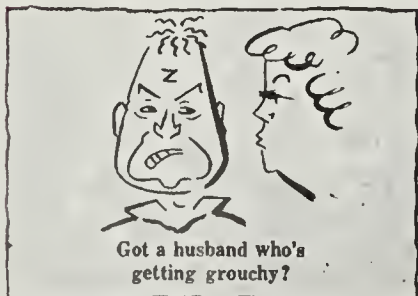
While the trailers won't be shown on television until the picture is released, scheduled for fall of 1955, Phil Pemberton, head, Paramount's trailer department, filmed the video shorts 30 minutes after production ended on the comedy, a unique achievement for exploitation of this type. Using the same camera crew, Pemberton took over from director Norman Taurog as soon as the picture was completed.



Take him out to the **MOVIES**



Take her out to the **MOVIES**



Take them out to the **MOVIES**

This is a reproduction of a recent full page ad run by The Philadelphia Daily News as a good will gesture toward the industry, particularly to local motion picture theatre advertisers. The attention the ad created was most favorable to both trade and public alike, with the newspaper coming in for considerable praise for the effort.



This is the way the RKO Orpheum, St. Paul and Minneapolis, recently handled the national Roto-Broil contest set up by Columbia's exploitation department for "Phffft." A radio station was the contest outlet in these situations.



# CANDYDLY SPEAKING

THERE IS MUCH that is new in extra profits operation these days, and it would be easy for exhibitors to lose sight of important fundamentals. Increased variety of items carried, automatic vending facilities, and other advances have increased concession returns considerably. Stands are more attractive, on the spot merchandising has become more effective.

It WOULD be unfortunate, in the face of such an upbeat situation, for theatremen not to realize maximum profits from concession operation through something as basic as insufficient sanitation facilities or attendants who fail to realize the importance of a well-groomed, well-scrubbed look.

As SURELY as shoddy presentation of excellent films through careless projection or sound handling can hurt theatre business, poor handling of the excellent stock available for your candy stand can cut extra profits considerably. The candy stand operator is management's liaison with the public, responsibility not to be taken lightly.

NEATNESS, CLEANLINESS are important but nowhere near sufficient. Sales ability must also be present. Can the attendant take advantage of the merchandising possibilities inherent in modern concession operations? Are those items bringing in the best profit returns being properly promoted, adequately displayed? These are questions every exhibitor must ask himself. This is the task of every concession aide.

IT MIGHT BE FOUND necessary and advantageous to conduct a brief sales training course for theatre extra profits personnel; inform them of those items meriting concentrated sales efforts; teach them the valuable tricks of display and promotion. No matter how small or large an operation is, profits will increase through a careful observance of fundamentals.

—AL ERLICK.

The 800-car Bankhead Drive-In, Atlanta, a Georgia Theatres operation, does a brisk all-year business at this handsome cafeteria-style refreshment stand, featuring the beverage department, where two dispensers for Coca-Cola handle a business of from 140 to 160 gallons a month in the off season to much higher in warm weather. Grape and orange beverages are also served, and lighted canopy sectional signs facing the screen invite customers to partake of various items.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION



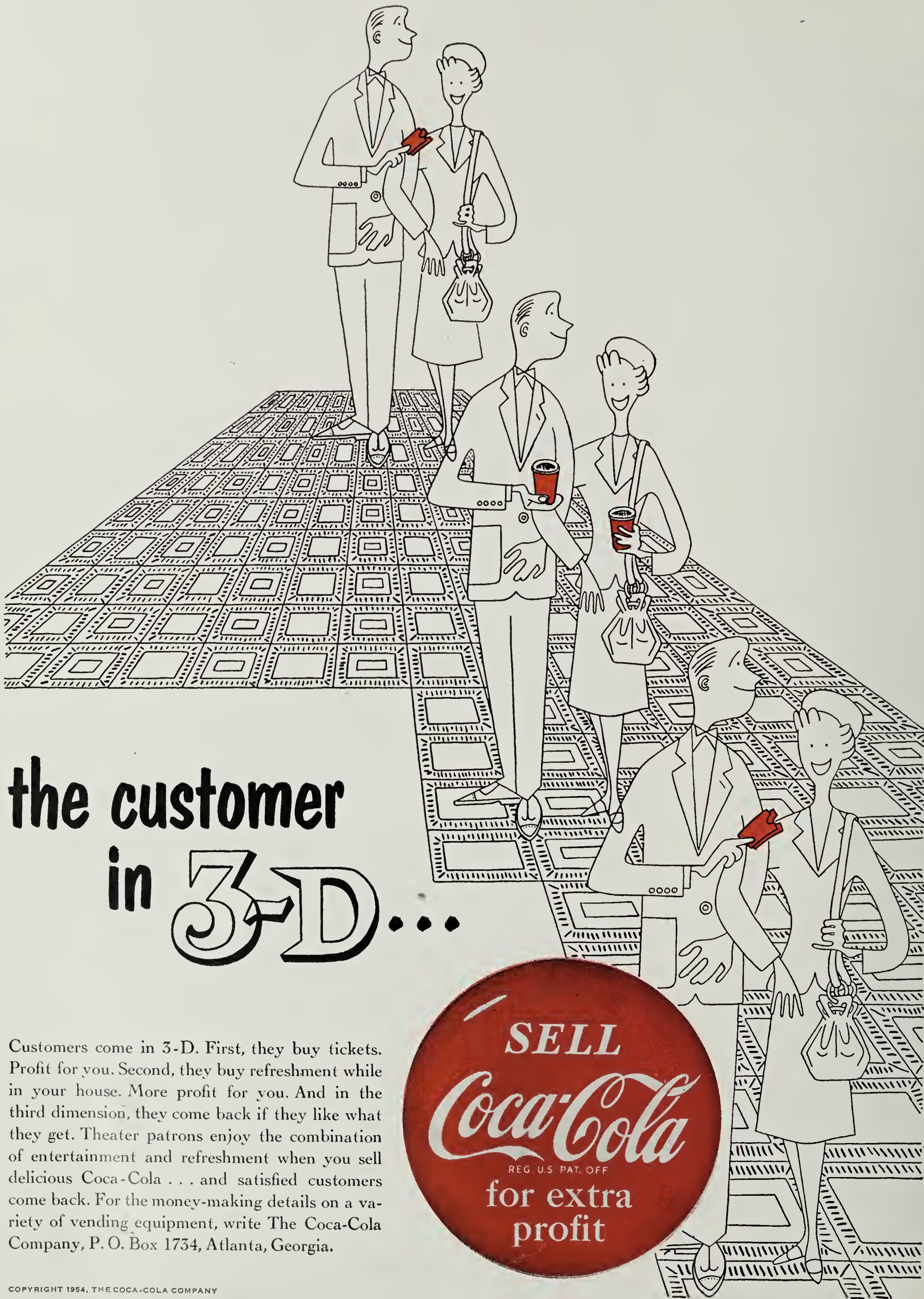
## Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION  
Dedicated to serving the popcorn and concession industries.

# EXTRA PROFITS







# the customer in 3-D...

Customers come in 3-D. First, they buy tickets. Profit for you. Second, they buy refreshment while in your house. More profit for you. And in the third dimension, they come back if they like what they get. Theater patrons enjoy the combination of entertainment and refreshment when you sell delicious Coca-Cola . . . and satisfied customers come back. For the money-making details on a variety of vending equipment, write The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.





# Cleanliness Sure To Increase Concession Profits

Attention paid to such fundamental details as proper grooming on the part of the candy stand attendant and sanitary handling of stock can make the difference.

"Pleasing ware is half sold." The words of this ancient proverb are as true today as they were when coined hundreds of years ago. For even in the days when merchant-farmers would crowd the open markets with their goods, the same reasoning that caused the public to buy from one stand and not the other is still in use. Times may change, but the basic appeals that cause one to purchase are timeless. Perhaps the most fundamental appeal of all is cleanliness.

A vital factor in keeping the financial complexion of a theatre a good healthy black, as opposed to a sometimes festal shade of red, is the extra profits activities. Recognizing the importance of the candy, soft drink, popcorn or ice cream stand, it is almost axiomatic that everything be done to increase the sales potential. The principle that a stand should be kept clean and attractive is so simple that there is sometimes a tendency to take it for granted and become a bit lax. However, no matter what the size of the town or theatre, an attractive, clean concession stand has a direct effect on sales and should be maintained at all times.

When a customer enters a theatre and finds some litter on the lobby floor or even a bit of dust around he might resent it and grumble a bit. Chances are, however, it will not mean that he will stop patronizing the place. But let this same customer step up to the refreshment bar and make a purchase, only to find it unclean, melted, or having an odor, there is every reason to expect that his contribution to the extra profits of that theatre will come to an abrupt halt. For while people might overlook carelessness in certain things, they will not tolerate it in something intended for their stomachs. The customer has every right to expect his candy or popcorn to be fresh and sanitary.

## Storage Facilities Important

Since most items sold at a candy counter are of a perishable nature, a number of precautions must be taken. One of the major considerations is proper storage. You might purchase the finest products money can buy, but if you allow them to spoil because of improper storage facilities you face both a loss in reputation and sales. Although each individual theatre has problems peculiar to itself, there are a few general rules which should be observed.

When storing merchandise it should be in a room that is clean and completely free of vermin. Care must be taken that confections are not placed close to other items that have a strong odor. Chocolate, in particular, has a tendency to absorb these odors. Thus it is important that the storage facilities are large enough for the proper placing of merchandise. An overcrowded storage room leaves the way open for vermin and the waste resulting from crushed boxes.

## Check Your Stock

The manager should always have a method of knowing which products are not moving. When stock is delivered the cases should be dated and arranged in such an order that the older merchandise is used first. An item that does not sell has a number of disadvantages, in addition to the obvious one of not making money. Returning to our principle of cleanliness, a display of merchandise that does not move soon becomes drab and unappealing. This tends to give the whole stand a less wholesome and attractive appearance, and decreases the desire to buy. It is important to keep the psychology of the buyer in mind.

Refreshment bar items may be healthful, but they are not a vital or necessary part of the diet. For this reason the average customer must be persuaded to make his purchase, and often the slightest inconvenience or discomfort will drive him away. If he is confronted with a spotless stand, and the items displayed in a fashion that creates a feeling of quality and wholesomeness, the passerby is well on his way to becoming a customer. Being aware of this it is often wiser to throw out a product that doesn't sell and accept the loss, rather than keep it in valuable space that could be used much more profitably.

## Cleanliness Vital

A theatre may have a refreshment bar that is properly located, have attractive and modern equipment, and store the products so that they are in perfect condition. Despite these things, however, it is not getting the volume of sales it should. The answer may very well be found in the appearance of the attendant. In the Gilbert and Sullivan work, "The Sorcerer," there is a line that reads, "beauty will fade and perish, but personal cleanliness is practically undying, for it can be renewed whenever it dis-

covers signs of decay." Those words could have been penned as sage advice to the operators and attendants of a theatre's confection stand.

The principle of cleanliness applies to everyone and everything connected with a stand. Returning to the psychology of the buyer once more, a stand presided over by an attendant attractively groomed with a quick pleasant smile, is often the most effective sales argument that can be presented.

## Develop A Routine

Fully realizing the importance of this, progressive management has developed a routine that encompasses the principle of cleanliness. Before going on duty, the attendant sees to it that she has not overlooked any of the four "musts" for the food dispenser.

First of the four musts is *clean hands*. Thorough soaping and plenty of hot water should be used. No customer wants to be served by someone whose hands or fingernails are not clean or tidy. Next is *neat hair*. While being fashionable, the attendant's hair-do should be neat and in place at all times while on duty. A stray hair in food often means the loss of a customer. This point may be summed up by saying that loose hairs may mean lost sales. Third point is a *spotless uniform*. While it is not a must, it has been generally accepted that a uniformed attendant is definitely a sales factor, and would be worth the added effort and expense. However, whether garbed in a uniform or a simple dress, the attendant should see to it that her outfit is free from stain and tears. A spotted outfit often results in spotty sales. Last, but not least, is a *clean face*. Regardless of the attendants' personal opinions about lip rouge and make-up, she should moderate their use while on duty. Customers' appetites seem to perk up when confronted with the well scrubbed, wholesome face, as opposed to one that is heavily made up. Extra make-up decreases extra profits.

## Extra Effort

The term extra profits should also bring to mind extra efforts. No business man has the right to expect his earnings to increase without doing something to bring it about. With the constant improvements in products and equipment, the candy counter of a theatre should be a healthy and growing source of income. In the dust raised by the flood of new gadgets and items, the exhibitor may show a tendency to overlook some of the fundamentals, such as proper appearance. However, even a fine diamond loses much of its attraction if it is placed in a shoddy setting. Always strive to keep up with the times, but also pay attention to the basic principles—and Cleanliness Is The First Principle.



Vinson Smith, Schine's Strand, Carthage, N. Y., is well aware of the value of a clean, attractive concession stand manned by a personally neat, smiling attendant, as can be seen in this photograph.



## Miracle Mile Drive-In Stresses Efficient Concession Operation

TOLEDO, O.—The new \$500,000 Miracle Mile Drive-In, constructed opposite a \$20,000,000 shopping center four miles west of here, has given particular attention to its concession stand.

Having a capacity of 1,500 cars (to be

upped to 1,850 in the spring), a large modern and efficient concession building was constructed and equipped cafeteria style to accommodate the huge number of refreshment patrons. The concession building, measuring 92 by 90 feet, also



The new \$500,000 Miracle Mile Drive-In, constructed opposite a multi-million dollar shopping center west of Toledo, O., gave particular attention to its concession stand as can be seen above. Owned by the Glass Mile Drive-In Theatre, Inc., and managed by Theatre Operating Company, Toledo, the complete concession operation is handled by Berlo Vending Company.

**"My, that popcorn smells good...  
let's go back and get some!"**

**ONLY**

**popsit plus**

**WITH BUTTERLIKE FLAVOR AND AROMA—  
BRINGS 'EM BACK EVERY TIME!**

**Check the  
plusses  
of  
Popsit Plus**

the only popping oil with a real butter-like flavor  
measures more accurately  
pours readily in all kinds of weather  
costs less per bag  
produces fewer "duds"

**Made of American Ingredients—Always Available!**

# popsit plus!

Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

**POPPING OIL SPECIALISTS TO THE NATION**

houses the projection booth. With four cashiers operating, it can handle over 3,800 persons per hour.

At the peak of the rush period, eight counter men will serve customers at all stations. A steakette dinner is the featured meal and includes mushroom steak sandwich with French fries, pickles, chips, and coffee. Fresh fruit and carbonated drinks, popcorn, hot dogs, hamburgers, French fries, Chile, potato chips, and ice cream are also served.

Stainless steel equipment is used throughout, and large, walk-in storage vaults accommodate a ready stock of provisions. Colorful, easy to read illuminated signs above the counter offer appetizing food suggestions with prices clearly marked. Condiments and napkins are placed on dining ledges outside the serving area.

Counter men, unhampered with making change, give quick efficient serving, and with four cashiers who handle cash, a smooth, fast flow of customers through the serving area is assured.

The Miracle Mile Drive-In is owned by the Glass Mile Drive-In Theatre, Inc., and managed by Theatre Operating Company of Toledo. Complete concession operations are handled by Berlo Vending Company.

### Beverage Unit From Nor-Lake

MINNEAPOLIS—Nor-Lake, Inc., manufacturers of commercial refrigeration equipment in Hudson, Wis., have issued a new, model SD-52 unit which combines large capacity and compact size in a self-contained sliding door beverage cooler.

Built for heavy duty use, it is constructed of cold rolled welded steel, with heavy-gauge galvanized liner, copper tubing, and stainless steel sliding doors. Adjustable temperature control and bottle decapper are standard equipment, and double compressor grills are provided if desired.

Beverage capacity of the cooler is 150 12-ounce bottles or 180 seven-ounce bottles. When used for milk, the unit will hold 300 one-half pint bottles or 600 half pint cartons in vertical position; 500 one-half pint bottles in horizontal position, 160 full pints, and 84 quarts.

Exterior dimensions of the cooler are 31" x 53" x 27"; inside dimensions are 13" x 47" x 21". Sealed compressor is 1/5 H.P. Shipping weight is approximately 345 pounds.

### Sweden Dealer Appointed

SEATTLE—Appointment of another dealer for Sweden Freezers and Frigidmixers was announced recently by the Sweden Freezer Manufacturing Company, along with word of a new servicing organization in Canada. The new dealer is Richard W. Thompson, Wichita Falls, Tex., wholesaler of fountain and restaurant supplies. Thompson has been in business 35 years and adds the Sweden automatic fountain equipment to his line of fountain, drive-in, and cafe supplies.

The new service firm in Canada is the Don McNaughton Refrigeration Company, Sudbury, Ontario. This is a new company, organized by McNaughton who formerly was with Frigidaire. He will maintain a 24-hour refrigeration service in the Sudbury area, with special attention to Sweden equipment.



## Indiana Exhibitor Wins Cretors Prize

CHICAGO—The \$500 grand prize, in the contest to select a model name for the new Cretors popcorn machine designed by Raymond Loewy has been awarded to James S. Ackron, manager, Ritz, Tipton, Ind.

"Ambassador" was the name finally selected for the new Cretors from hundreds of entries.

Second-place winner was Cecil J. Callahan, Elberta, Nashville, Ark.; third-place winner, Mrs. F. Gordon Davis, Houston, Tex.; fourth-place winner, Tommy C. Thompson, Memorial Auditorium, Chattanooga, Tenn.; and fifth-place winner, Mrs. Edith Lillian Toon, Capitol, Fredericton, N.B., Canada. Runners-up in the contest were awarded certificates good for \$100 on the purchase of one of the new Loewy-designed Cretors machines.

"The selection of the name," said Ackron, "was to me obvious. For to the exhibitor, in these somewhat trying days of movie-going, what has been our goodwill ambassador?—none other than a delicious carton of popcorn popped in a Cretors machine.

"I am sure," continued the grand-prize winner, "had Olson and Johnson written their script around a Cretors machine's proficient working, the title would have been 'Heaven's A-Poppin'."

The panel of judges that selected the winning name was composed of Fred C. Matthews, president, TESMA; Walter Reade, Jr., immediate past president, TOA; J. J. Fitzgibbons, Jr., immediate past president, International Popcorn Association; Raymond Loewy, designer of the machine; Trueman Rembusch, Syndicate Theatres, Franklin, Ind.; and Clark Rhoden, an official of The Popcorn Institute.

### Milk Shake Dairy Bar

CHICAGO—Mills Industries, Inc., has introduced the new "Millshake" machine, an automatic milk shake dairy bar. It is claimed that the machine simplifies and speeds up the making of shakes and malts. The Millshake combines the product supply in a refrigerated 10-gallon mix container, flavors in built-in refrigerated pumps, freezing, and blending units.



Walter St. Clair, Indianapolis, left, veteran distributor, Cretors popcorn machines, recently handed a check for \$500 to James S. Ackron, manager, Ritz, Tipton, Ind., grand prize winner in a nation-wide contest. In the background is seen the new Cretors popcorn machine designed by Raymond Loewy, which Ackron named the Cretors "Ambassador."



The confectionery industry recently received a tremendous boost on a television program over the CBS Chicago outlet, WBBM-TV. The title of the program was "Choose Your Career," with three high school students questioning the panel on the opportunities in the candy industry for young people. The panel consisted of W. H. Kelly, vice-president, Bunte Chase Candy Company; John Cummings, vice-president, Cracker Jack Company; Phil Schnering, executive vice-president, Curtis Candy Company; and Herman Schmidt, sales promotional manager, Cook Chocolate Company.

## The house is packed for Nestlé's Bars!



### SENSATIONAL NESTLÉ'S CRUNCH BAR

The all-out favorite of the fans—that milk chocolate bar with the crunchy goodness.



### NESTLÉ'S NEW COCONUT BAR

Another Nestlé winner—rich milk chocolate, with shredded coconut, for delicious, delightful eating.

### PERENNIAL STARS—NESTLÉ'S MILK AND ALMOND

When your patrons think of fine chocolate, these two bars rate high.

### NOW! NESTLÉ'S BARS ON "SPACE PATROL"

Nestlé's Bars on network TV will reach your customers every single week. Coast-to-coast hookup on 50 stations!

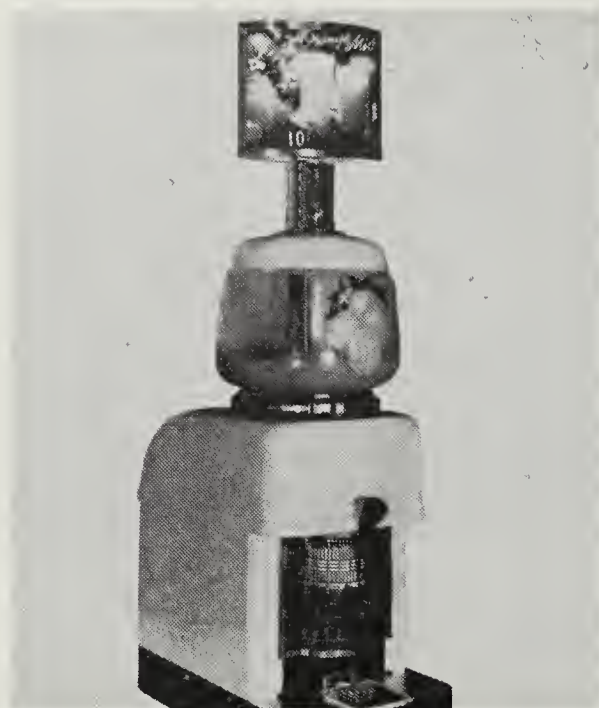
10¢ Crunch, Milk, Almond and Coconut available coast-to-coast  
—5¢ Crunch, Milk and Almond available except on West Coast.  
All sizes packed  
100 bars per case.

See your Nestlé Representative  
or write for more details to

## THE NESTLÉ COMPANY, INC.

2 William St., White Plains, N. Y.





H. A. Bruntjen Company, Minneapolis, has recently developed the new type dispensing machine known as "The Mist-Master," shown above.

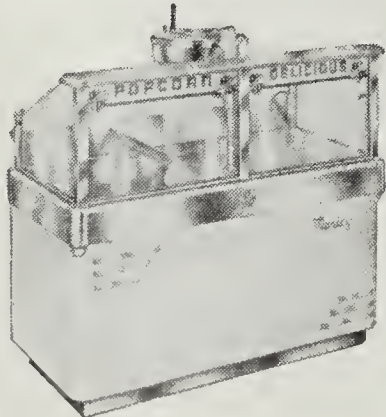
## "Starting a Museum?" "Going Into the Junk Business?" or "Just Going Crazy?"

These are typical comments made by theater people when they hear about Manley's BIG trade-in offer.

They're all wrong. Manley is simply offering a special incentive to theater concession operators, as a part of their program to *prove* that a new modern popcorn machine will mean greater sales and greater profits. That's why Manley is offering exceptional trade-in allowances on old model machines. Manley knows that a modern, up-to-date Super Stadium popcorn machine will pay for itself in a short period of time. Why? Because you get better popcorn, greater popping volume, more repeat sales, use less supplies, handle big crowds faster and easier . . . all these things mean just one thing to you . . . *more profit!*

Here's your chance to put a brand new model Manley popcorn machine in your concession stand. Act now! Write Manley direct or contact your Manley representative.

**MANLEY SUPER STADIUM** . . . ideal for drive-in operations, has fast, big capacity to meet big demand in a hurry. The counter of this practically designed machine is low enough for over-the-counter service. Fits right into your present counter. Be ready to serve those big intermission crowds faster . . . and make more profits. Write today! Manley, Inc., 1920 Wyandotte St., Kansas City 8, Mo. Address Dept. EX-155



### Self-Service Stand Aids Balcony Sales

WINDSOR, ONTARIO—E. C. Lamoureux, manager, Famous Players' Palace, recently installed a small self-serve candy and popcorn bar on the mezzanine of his theatre.

His ticket taking aide keeps a look out so that the "honor system" is carried out and the set-up is a wonderful convenience for balcony patrons as they are able to obtain extra profit items which ordinarily they would have to purchase on the main floor. The mezzanine bar, however, has not decreased sales in the main bar.

Any exhibitor with a similar balcony set up might find it additionally profitable to install a set up similar to that created by Lamoureux.

### NCA Sets '55 Convention

CHICAGO—Charles F. Scully, president, Williamson Candy Company, will be general chairman of the National Confectioners' Association convention and exposition to be held June 5-9 at the Conrad Hilton Hotel.

The exposition, which it is hoped will fill both the main and north exhibition halls, is being headed again by David P. O'Connor, Penick and Ford, Ltd., Inc. O'Connor reports keen interest in the show.

Chairman Scully has served as program chairman of previous NCA conventions, was chairman of one of the NCA Wartime Conferences, and has served as NCA vice-president.

### Eifert Mourned

CHICAGO—Harold A. Eifert, head, Dunbar and Company, popcorn machinery manufacturing firm, died recently in Chicago. He is survived by his widow, Mrs. Gertrude Eifert, and a sister and nephew. He was a veteran member of the popcorn industry and a long time member of the International Popcorn Association.

At the memorial services in Chicago, the International Popcorn Association was represented by Thomas J. Sullivan, executive vice-president. In lieu of a floral expression of sympathy, a donation was sent to Eifert's favorite charity.



J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Canada, retiring president, International Popcorn Association, and new chairman, IPA board of directors, recently accepted a framed "certificate of recognition" from Samuel B. Shapiro, treasurer, American Trade Association Executives, Washington. The award was presented to IPA for a prize-winning entry in the annual ATAE National Awards contest among over 1,500 trade associations in the U.S. and Canada.

## Trade Group Honors IPA For "Ingenuity"

WASHINGTON—American Trade Association Executives, an international trade association representing in excess of 1,400 trade organization groups throughout the U.S. and Canada, conferred a Certificate of Recognition upon International Popcorn Association during its recent convention. Samuel B. Shapiro, manager, Linen Supply Association of America, Chicago, and treasurer, ATAE, presented the framed award to IPA chairman, J. J. Fitzgibbons, Jr.

The honor was presented based upon an entry in the annual ATAE awards contest, sponsored by the trade group. Fitzgibbons and Thomas J. Sullivan, IPA executive vice-president, prepared the prize winning entry by telling the story of the organization of International Popcorn Association by the Popcorn Industry Organizing Committee two years ago. It detailed the formulation of the seven-segment organization, which became the successor to National Association of Popcorn Manufacturers.

Lauding the work of the committee members who made up the popcorn industry organizing group and the officers and directors of NAPM and IPA, Shapiro stated, "This award pays tribute to the ingenuity of those pioneers of your industry whose broad foresight gave birth to IPA. It also marks a great service to an industry which is often referred to as America's fastest growing. I predict that the popcorn industry will prosper and flourish beyond the imagination of any of its present day members and that IPA, with its unique seven-segment representation, will serve it well and be its most valuable asset."

## EXTRA PROFITS

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Associate Editor, Al Erlick

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## NEWS OF THE

## Territory

## BRANCHES

## Atlanta

Jack Barrett, Allied Artists southern exchanges, Florida, and the Mrs. were in for the holidays. . . . William (Snake) Richardson, president, Capital and Astor, checked in at his office after a Florida trip. . . . C. H. Robuck, UA, Jacksonville, was in at the local office. . . . Leonard Burch, United World Films, was back at his office after a trip to North and South Carolina. . . . Floyd Theatres, Florida, are new owners of Winter Garden, Winter Annex, and Starlite Drive-In, all in Winter Garden, Fla. . . . In for a booking trip for his circuit was Nat Williams, Interstate Theatres in Georgia. . . . Jimmy Hobbs, branch manager, Allied Artists, was in Florida.

The annual Women of the Motion Picture Industry Christmas party was held at the Atlanta Variety Club. A large crowd, which included husbands, bosses, and guests, were presented a most entertaining program. A. B. Padgett, past chief barker, Variety Club, was Santa Claus for the night. Betty Rary, WOMPI president, and others participated in skits.

W. H. "Rudy" Rudisill, 55, branch manager, Kay Film Company, died at his home after three months illness caused by an heart attack. Rudisill has been in the film business here for the past 35 years. Survivors are his wife, son, brother, and sister.

J. E. McLeory, Allied Artists Southern Exchanges, Charlotte, has returned there after spending the holidays with his family here. . . . On the Row were E. H. Griffith, Reynolds, Reynolds, Ga.; Wink Snelson, Co-At-Co Theatres, north Georgia; Branson James, Royce, Royce, Ga.; Jay Soloman, Independent Theatres, Chattanooga, Tenn.

Harold Spears, president, Bailey Theatres, checked in at his office after visiting in Florida. . . . Bob Tarwater and Bryon Admas, United Artists, were back after a vacation. . . . Charles Sims, formerly with Stevens Pictures, was appointed as sales representative and service man with the Atlanta branch of the Dixie Theatre Supply Company. . . . Herman Abrams, Lumpkin, Lumpkin, Ga., has installed a gas heating system, new wide-screen, new high arc lamps, and lenses and rectifiers. . . . Hubert Countryman and Neal Richardson, owner, Villa, Villa Rica, Ga., installed CinemaScope. . . . The Sevier, Johnson City, Tenn., has been equipped with both optical and magnetic CinemaScope. . . . Ernest Imgram has installed CinemaScope in his Lineville and Ashland, Ala., theatres. . . . C. W. Reed, Pug Drive-In, Monticello, Fla., will install CinemaScope. . . . A son was born to the wife of Ralph Puckhaber, manager, Florida, Miami, Fla.



Mrs. Betty Rary, president, Women of the Motion Picture Industry, Atlanta, is seen recently presenting gifts and a check to C. M. Ford, president, Formwalt Street Mission for Girls, and two girls of the mission. With the Atlanta Better Films Council cooperating, this was the Christmas project of the Atlanta WOMPI.

Mack Jackson, theatre owner, Alexander City, Ala., has returned there from Birmingham, Ala., after undergoing an operation for his eyes. . . . Larry W. Long, realtor, and his wife filed court petition claiming Gulf Theatres, Inc., is a delinquent tenant and asking a summons be issued requiring the theatre to pay rent due or to leave the premises at St. Petersburg, Fla. . . . The Florida, Daytona Beach, Fla., has been leased by a professional company which plans to operate it as a legitimate house.

Jimmy Campbell and Ben Jordan, Allied Artists, and Jimmy Bello, Astor and Capital, returned to the road after a holiday vacation. . . . Arthur C. Bromberg, president, Allied Artists Southern Exchanges, was in for a visit at the local branch. . . . Howard Wallace, president, Wallace Films, checked in after a visit in Florida. . . . Leonard Burch, United World Films, was back in his office after visiting in Tennessee. . . . President Ed Stevens, Stevens Pictures, reports that his business for 1954 was much better than 1953.



Seen at the recent Christmas party of Republic exchange, Atlanta, were, kneeling, left to right, Sam Harrison, Emma Proctor, Lloyd Fortner, Cindy Dumas, Hop Hopkins, and Joe Dumas; and standing, left to right, Lorene Wimberly, Agnes Hurt, Audrey Evans, Prichard Hobson, Frances Hopkins, Eleanor Fields, Stella Poulnot, Byron Adair, Cathrine Clark, Mamie White, Elsie Steerman, Eddie Brauer, Rudy Lehman, Marie Pinkston, Frank Longino, and Jim Bolus.

The Katz boys, owners, Kay Film Exchanges, were back after a tour of their Memphis and New Orleans branches. . . . On the Row visiting were P. L. Taylor, Dixie, Columbus, Ga.; Sidney Laird and L. J. Duncan, Al Dun Amusement Company, West Point, Ga.; Ebb Duncan, Carrollton, Ga.; and W. Welch, Dallas, Dallas, Ga. . . . Branch manager Hobbs, Allied Artists Southern Exchange was on a two weeks stay in Florida.

The old stork passed over the home of Mr. and Mrs. Jay Soloman, he's with Independent Theatres, Chattanooga, Tenn., and left a little baby boy. . . . In for a visit were W. M. Snelson, theatres in north Georgia; Nat Williams, Thomasville, Ga.; W. Welch, Dallas, Dallas, Ga.; O. C. Lam and son, Lam Amusement Company, Rome, Ga.; Mr. and Mrs. John Carter, theatres in Georgia.

Pete Howell, head shipper, Allied Artists Southern Exchanges, and the wife, left for Florida for the holiday. . . . Leonard Burch, branch manager, United World Films, was back after spending the holidays with his parents in New York. . . . In for a visit at the local branch was Burtus Bishop, Jr., midwest division sales manager, MGM.

Jimmy Campbell and Ben Jordan, sales representatives, Allied Artists Southern Exchanges, were spending the holidays with their families. Arthur C. Bromberg, president, with the Mrs., was in the local office. . . . Leonard Burch, Atlanta branch manager, United World Films was back at his office after a visit with his family in New York state. . . . President Ed Stevens, Stevens Pictures, was back from Florida. . . . Herman (Dusty) Rhodes, drive-in owner, Georgia and Alabama, was host to the bookers at a party given at the Atlanta Variety Club. . . . The force at Allied Artists Southern Exchanges was host at a Christmas party given at the Paradise Room, Henry Grady Hotel.

Moon Croker, Drive-In, Athens, Ga., was in for a visit with his partner, Herman Rhodes. . . . Bryan Adams looks very happy for he will soon be a new papa. He is branch manager, UA. . . . Christmas trade at all drive-ins and theatres here was much better than last year.

Florida State Theatres announced the following changes, Peyton Bailey, manager, Arcade, Fort Myers, Fla., goes over to Marion, Ocala, Fla., and Ted Chapin, former manager, Marion, goes as manager, Daytona, Daytona Beach, Fla., replacing French Harvey, who goes to the home office in Jacksonville. Carlton Bowden was transferred from the Ritz, Bartow, Fla., to replace Bailey at the Arcade, Fort Myers, Fla. Cliff Bailey, former assistant manager, Capital, Clearwater, Fla., moved up to Bowden's former post at the Ritz, Bartow, Fla.

C. L. Patrick, Martin Theatres, Columbus, Ga., reported that he has been successful in getting city admission taxes eliminated or reduced in many towns in Alabama after making personal calls on the councilmen who even promised that



if reduction were not sufficient they would remove them entirely.

The remodeled Criterion, Durham, N. C., has been taken over by Consolidated Theatres, also owner of other theatres in that town. . . . W. Kenneth Laird, former sales representative, U-I, is now manager, southeastern office, Buena Vista.

A wide-screen and new booth equipment has been installed at the Strand, Jesup, Ga. . . . John R. Lawson recently took over the New, Palatka, Fla.

The Franklin, Lavonia, Ga., owned by Co-At-Co Theatres, which closed some time ago, has reopened. . . . The Sundown Drive-In, Livingston, Tenn., has closed for the winter. . . . The Al Rook Booking Service has taken over the buying and booking for the Madison, Madison, Ga., and Union, Union Point, Ga., both owned by J. M. Reynolds. . . . The Omega, owned by R. T. Moody, Omega, Ga., is now using 16 mm. . . . H. C. Bradford, father of Mrs. Marguerite Stith, died at his home from a heart attack.

We are glad to report that Fred Coleman, head, East Point Amusement Company, East Point, Ga., is back after an operation. . . . The father of Leonard Allen, southern publicity chief, Paramount, died at his home in Miami. . . . Elizabeth Hicks, National Screen Service, has resigned from the company to become a bride.

W. M. Richardson, president, Capital and Astor, was off for a business trip to Tennessee. . . . Mrs. J. M. Lakeman, Dixie, Haleyville, Ala., was in booking. . . . Roy Goodwin and Buddy Smith are new employees at Stevens Pictures. . . . Enid Pittman broke her arm but is getting along just fine. . . . In for a sales meeting at Howco Films are Babe Cohen, New Orleans; Joy Houck, New Orleans; and Francis White, Charlotte. . . . Jim Crockett, formerly with exchanges in Atlanta, has opened a motel in Statesboro, Ga.

## Charlotte

The screen at the Lee Drive-In, Sanford, N. C., was blown down by a freak wind storm. The screen had just been rebuilt and in use a short time from the Hazel hurricane. . . . Bob Ashley, Central, Central, S. C., was in conferring with Carolina Booking Service.

Camporama Drive-In, Jacksonville, reopened and the buying and booking will be handled by Carolina Booking Service. . . . The father of Bill Cline, booker, Reinhardt Enterprises Inc., is in the Cabarrus County Hospital, Concord, N. C., a very sick man. . . . C. H. Morgan and S. D. Mitchell, Greenville, S. C., who operate the Plaza, Greenville, S. C.; Fox, Hendersonville, N. C.; Clemson, Clemson, S. C.; and Pic, Pickens, S. C., were in conferring with Reinhardt Enterprises, Inc. Also in was Arthur Phillips, Strand, Walhalla, S. C.

The Royal Drive-In and Breeze, Beaufort, S. C., have been sold to Ira Smith, Earl Smith, and Ed Samuel. Reinhardt Enterprises, Inc., is doing their booking. . . . Gloria, Ninety Six, S. C., is now

operated by Les McConnell, Reinhardt doing the booking.

Exhibitors on the Row buying and booking were very few on account of Cook, Mount Olive, N. C., who was conferring with Queen City Booking Service.

## Jacksonville

The suburban Edgewood, managed by Hal Stanton, is normally a second-run CinemaScope house, but it has entered the first-run field recently on two occasions with the United Artists releases of "Gilbert and Sullivan" and "The Thief" which had not been shown before locally.

The town had one of its largest crowds of the year when thousands of visitors, including many from Texas and Alabama, came to see the Auburn-Baylor football game on New Year's Eve in the Gator Bowl annual classic. This became theatrical news when seven exhibitors produced midnight shows to attract free-spenders after the game. These were Bob Skaggs at the Florida; George Krevo, Palace; and Sheldon Mandell, St. Johns, all managers of first-run downtown houses. Midnighting suburbanites were Al Hildred, San Marco; Bob Anderson, Southside Drive-In; Joe Charles, Capitol; and Carl Carter, Ribault Drive-In. The latter kept his outdoor open all night.

Temporary victims of the flu were Mrs. Lillian Parker, Brentwood manager; Jim McClellan, Edgewood assistant; and Mrs. Marye Sisson, Roy Smith Company, Tampa, Fla. . . . Jack Weiner, MGM's roving publicity manager, was reported in better condition a week after he suffered a lung puncture in a highway wreck. His work was being carried on by Judson Moses, MGM district office in Atlanta. . . . The birth of Bill Baskin's new daughter resulted in a wide distribution of cigars to friends of the Florida State Theatres booker.

The Murray Hill was being converted to CinemaScope by owner Cecil Cohen. Manager Joe Charles, Capitol, said that his theatre would also be so equipped.

L. D. Netter, Sr., FST president, and Mrs. Netter visited in Miami, Fla., during the year-end holidays. . . . Hal Stanton, Edgewood manager, went by plane to his former home in Fort Pierce, Fla. . . . FST advertising worker Mrs. Ernestine Noah visited friends in Tennessee. . . . Returning from vacation was Miss Marjorie Edenfield of the MGM office. . . . Another returnee was R. Cam Price, RKO branch manager, who spent several days in Birmingham. . . . Rube Joiner, former RKO booker here, was a caller from Atlanta where he now lives. . . . Bob Daugherty and Carl Floyd, Floyd Theatres, Haines City, Fla., were here on a booking and buying trip. . . . Lynn Goodyear, manager, Empire, Daytona Beach, Fla., visited the FST advertising office.

Manager of the reopened Fourth Street Drive-In, St. Petersburg, Fla., is Ezra Kimbrell. . . . Mrs. Evelyn Faris, who managed the recently closed Garden, Tampa, Fla., is now managing the Springs.

Plans were being made by Leonard Allen, Paramount publicist from Atlanta, for a special screening of "The Bridges of Toko-Ri" on the hanger deck of the navy's large aircraft carrier, Intrepid, moored at the nearby Mayport Turning Basin, in cooperation with Robert Heekin and French B. Harvey, FST executives. Contingent upon changes of plans by navy officials, the filming was set for Jan. 6, with invitations to be issued to community leaders, newspapermen, and radio and TV news casters. . . . Ken Laird, southeastern district manager, Buena Vista, was planning to move his offices from this city to Atlanta. Harvey Reinstein was to remain here as the Buena Vista salesman for Florida. . . . Bob Mullis, owner of theatres in Cedar Key and Gulf Hammock, Fla., called at the MGM office. . . . Mrs. Adeline Gathrop has reopened her Linda Drive-In at Palatka, Fla. with a new concession stand. . . . Walt Woodward, Wil-Kin Theatre Supply salesman, Miami, Fla., was here on business.

The suburban Capitol, managed by Joe Charles, ran advance newspaper ads announcing a change to CinemaScope pictures. . . . Without an advance in prices, the Ribault Drive-In of Carl Carter presented an added attraction of Bill Forkum, in person, being dynamited from a small coffin enclosure. . . . Horace Denning, Atlantic Drive-In, had a pre-Christmas Santa Claus who provided all children with free favors. . . . Drive-In screens were dark on Christmas eve to give employees an extra holiday. . . . A film festival of the best pictures of 1954 was booked at the Edgewood, managed by Hal Stanton, during December.

Orphans of the city were treated to a free party with a live Santa Claus and a special showing prior to the first-run of "Hansel And Gretel" at the Palace. Hosts were manager George Krevo and newsmen of The Florida Times-Union, morning newspaper.

French B. Harvey, former Daytona Beach, Fla., city manager for Florida State Theatres, who has been advanced to an executive post in advertising and publicity in the FST home office here, was recently inducted into the city's Advertising Club. . . . Ed Sheil, formerly of the FST accounting staff, is now managing the FST candy and popcorn warehouse. . . . Visiting friends in the city was Adeline Gathrop, owner, Linda Drive-In, Palatka, Fla.

Bob Daugherty, Floyd Theatres general manager, was in from Haines City, Fla. . . . Another visitor was Byron Adams, UA district manager in Atlanta. . . . Rainy and cold nights have recently hampered drive-in operations in north Florida. . . . Whitney Lindsey, Roy Smith Company, was a victim of pleurisy for several days. . . . Jim Hussey and Fred Adams, Pine Hills Drive-In, made a donation to an Orlando, Fla., charity out of boxoffice receipts.

James L. Cartwright, FST district supervisor, Daytona Beach, Fla., and Robert Heekin, local FST supervisor, announced a number of exploitation activities of theatre managers in the north-east Florida section during the fourth week of an annual Managers Oppor-



tunity Drive. Among the activities were Lorraine Jackson, Victoria, New Smyrna Beach, Fla., held a teen-age jamboree for holidaying students; Joe Gatrell, Colony, Winter Park, Fla., had a store record display prior to the opening of "The Glenn Miller Story"; Tim Crawford, Rialto, Orlando, Fla., had a decorated lobby, an animated Santa Claus, and Christmas motifs at the candy counter; Herb Roller, Ritz, Sanford, Fla., presented the Duxbury School of Dancers in a half-hour stage show, along with the Seminole High School Glee Club; Joe Charles, Capitol, had a miniature display in his very small lobby which consisted of a doll in a bed advertising "Susan Slept Here"; Lillian Parker, Brentwood, had a "name the star" contest in the lobby with passes going to winning guessers; Joe Fleischel, Athens, DeLand, Fla., tied-in with Ford and Mercury dealers for a joint theatre and auto advertising stunt in front of the theatre; Norris McCullum, Matanzas, St. Augustine, Fla., had a peep box in his lobby, and inside was a blowup of Eva Gabor as the slave girl in "Captain Kidd And The Slave Girl"; Lynn Goodyear, Empire, Daytona Beach, Fla., tied-in with a bank for a "cartoon-a-scope" children's matinee with 12 cartoons; Bob Skaggs, Florida, prior to his first-run of "Desiree," sent promotional night letters to 100 local business leaders.

## Memphis

Clifton Franks is the new owner, New, Mantachie, Miss., having taken over from H. McFerrin, former owner. . . . Valeria Gullett, C. J. Collier, and others attended the New Orleans bowl game. . . . Visitors on the Row were J. K. Jameson and J. K. Jr., Joy and Ken, Bald Knob and McCrory, Ark.; C. Carpenter, Jr., Sunset Drive-In, Hamburg, Ark.; Henry Pickens, Lyle, Carlisle, Ark.; Anne Knoble, Temple, Leland, Miss.; Moses Sliman, Lux, Luxora, Ark.; William Elias, Murr, Osceola, Ark.; Ben Jackson, Mo-Jac Drive-In, Indianola, Miss.; and Joe Davis, Delta, Ruleville, Mississippi.

Mr. and Mrs. Larry Lancaster, Skylark Drive-In, Newport, Ark., have returned home after a visit in Prescott, Ark., with Mr. and Mrs. C. R. Gray, owners, Drive-In. . . . Warren L. Moxley, ex-theatre owner, Blytheville, Ark., has bought radio station WFUL in Fulton, Ky., from Ken-Tenn Broadcasting Co.

George Gaughan, traveling representative, Theatre Owners of America, was presented on the interesting persons program at WMCT by Press-Scimitar amusement editor Edwin Howard. . . . Members of the Memphis Ski Club stirred up a great deal of interest and admiration Sunday when a couple of bets were paid off by its members. Danny Wahlquist, shipper, Paramount, made a bet with Paramount head shipper, John Coll, who is also president, Memphis Ski Club, that John's new baby would be a girl, but was wrong. Danny, along with Harold Dobbs, another Ski Club member, had to make a jump at McKeller Lake on the skis, no matter what the weather. This they did, gritting their teeth, and they were also in the WMCT-TV news-reel shows.

## New Orleans

Charter of incorporation has been granted Johnson Theatre and Concession Supply Company, Inc., motion picture equipment, listing capital stock of \$10,000.

Percy Duplessis and Mathews Guidry, Pat, Lafayette, La., hosted managers and salesmen to a duck dinner at Toby's, Lafayette, La. Among those attending were T. P. Thompson and E. E. Shinn, Paramount; H. B. Rosenthal, 20th-Fox; John Winnberry, Columbia; Henry Glover and Joe Fabacher, Allied Artists; Milton Dureau, Masterpiece; C. Sherwood, U-A; and Don Wilmoth, Southeastern. Vinton Thieboux, manager, Pat, assisted Duplessis and Guidry.

Hurry up and get well wishes for Jack Downing, Haven, Brookhaven, Miss. . . . Frank Smith, territory representative, Alton unit sales and installation, moved his headquarters from Marrero, La., to 119 Union Street, Bay St. Louis, Miss., where the family now resides. . . . Lewis Cox will reopen the Bayouland Drive-In, Donaldsonville, La., on Jan. 19, which has been equipped for CinemaScope presentations.

Gaston Dureau, Jr., president; Hank Plitt, vice-president in charge of theatre operation; and J. T. Howell, buyer and booker, were on the Row for a UA and 20th-Fox screening. . . . Our thanks to Dixie Films for their renewal subscription to MOTION PICTURE EXHIBITOR, and a great big thank you to all for the many lovely cards and gifts.

Exhibitors visitors during pre-Christmas week were Lefty Cheramie, Rebsack, Golden Meadows, La.; Ernest Delahaye, Gwen, Maringouin, La.; O. Gaude, Magic, Port Allen, La.; Milton Guidry, Lafayette, La.; E. R. Sellers, Opelousas, La.; Frank Smith, the air conditioning man; Vinton Thieboux, Lafayette, La.; Ira Olroyd, Teche, Franklin, La.; Joseph Barcelona, Regina and Tivoli, Baton Rouge, La.; and F. G. Prat, Jr., Vacherie, La.

"Wee Willie" Cobb, head, Exhibitors' Service, and buyer and booker for several of Joy's Theatres, checked in after an extended trek in the territory. . . . Jeanne Maxwell pinch hit for Lin Barker at Manley. . . . New Yorkers here for the holidays were Mr. and Mrs. William Goodrow and daughter, who were the guests of Goodrow's parents, Mr. and Mrs. F. F. Goodrow. They were joined by the Goodrow senior's younger son, Freddie, and family, Tribodaux, La., and daughter and son-in-law Mr. and Mrs. Jack Poleman III, New Orleans.

Mr. and Mrs. Harold "Babe" Cohen motored to Tampa to spend Christmas with their son, Harold, Jr.

Jeannie Johnson, the 18-year-old beauty from Detroit chosen by artists as the perfect pagan princess circa Attila the Hun's time, Fifth Century, was here to boost Universal-International's "Sign Of The Pagan," which opened at the Joy.

Mississippi exhibitors seen around were Herb Hargroder, Beverly Drive-In, Hattiesburg; W. F. Straub, Glo Drive-In and Straub, Wiggins; Al Randall, Fern

Drive-In and Fern, Woodville; and Curtis Matherne, booker for Henry Meyer's Theatres, Biloxi.

Film Row is a glowing spectacle on rainy days when Transway's regiment of film pick-up and deliverymen amble from one exchange to another all attired in identical yellow uniforms.

Out of town Louisiana exhibitors visiting and booking were Charles Bazzell, Gordon Ogden's Theatres, Baton Rouge; E. R. Sellers, Yam Drive-In, Opelousas and the three drive-ins, Hub, Twin, and Laf, Lafayette; Ira Olroyd, Teche, Franklin; C. H. Goodwin, Rose Drive-In and Rose, Bastrop; Mickey Versen, C-Wall, Morgan City; Robert "Pops" Molzon, Royal, Norco; and Thomas McElroy, McElroy Theatres, Shreveport. . . . Jim deNeve, operator, Highway 80 and Varia Drive-Ins, Jackson, Miss., and the Rivoli Drive-In, Vicksburg, Miss., is bedded in a Jackson hospital due to a serious operation.

R. L. Johnson, Johnson Theatres Service, was in Pascagoula, Miss., on business. . . . Chapman Davis and his manager, J. Thomas, Cave, Delhi, La., visited and checked bookings with representative J. G. Broggi. . . . Mrs. William Sendy joined her husband and the other two musketeers, E. W. Ansardi, Buras, and S. J. Gulino on their rounds.

W. E. Green, New York, president, and R. L. Bostick, Memphis, vice-president and southern district manager, National Theatre Supply, presided at the company's southern manager's conclave, held at the Roosevelt Hotel. Managers attending were W. C. Earle, St. Louis; J. C. Brown, Atlanta; R. D. Turnbull, Charlotte; J. I. Watkins, Oklahoma City; F. R. Hansen, Dallas; C. C. Bach, Memphis; and T. W. Neely, Sr., New Orleans.

Thank you, Harold S. Wyckoff, Paramount salesman, for your renewal subscription to MOTION PICTURE EXHIBITOR.

Many industryites attended the funeral of Mrs. T. A. Pittman, who died after a brief illness. Pittman heads a string of theatres. . . . Leo Seicshnaydre, Republic chief, checked in after a trek in Louisiana and Mississippi. . . . Jimmy Thompson and Doyle Maynard, new owners, Don, Alexandria, La., were in buying and booking. Maynard also made the rounds in the interest of his Don, Natchitoches, La.

A. L. Royal and Tom Garroway, heads, Panorama Productions, Inc., will soon be off to Hollywood to make arrangements for the shooting of their second movie. The first was "Jesse James' Women," being distributed by UA. . . . Mrs. Juliette Babin, after 13 years cashiering at the Saenger, resigned. . . . Florida exhibitors making the rounds were Mr. and Mrs. Tom Barrow, Crestview, and the Tringas brothers, Jimmy, Fort Walton, and Charles J., Pensacola.

Joy N. Houck, president, Joy's Theatres, and co-head, Howco Productions, is on a constant soar winging back and forth to the west coast in the interest of Howco's "Kentucky Rifle," which producer Carl K. Hittelman has well under way, and in which the Houck's five-year-



old son, Clyde Joy, plays a part of a pioneer lad. . . . The F. F. Goodrow Exchange has taken on 12 re-released Sherlock Holmes two-reel short subjects produced by U-I.

A. S. Johnstone was reelected president, Union Local 293, IATSE. Other officers are W. L. Breitenmoser, vice-president and chairman of the board; A. T. Wise, recording secretary; J. E. Skelly, Jr., financial secretary; Sam Picinich, treasurer; E. L. Beaud, business agent; Louis Chateau, sergeant at arms; and the members of the board, which include Breitenmoser, Wise, Skelly, Chateau, E. Arena, V. C. Mathes, and E. M. Buras, Sr.

W. E. Limmroth, Mobile, Ala., Giddens and Rester Theatres, was here on a buying and booking trek. . . . Harold "Babe" Cohen and Joy N. Houck, along with other owners, managers, and salesmen of



Gary Cooper, co-star of UA's "Vera Cruz," recently visited the staff of the New Orleans exchange of the company. To right of the star are UA publicist Mort Nathanson, branch manager Alex Maillho, and southern district manager George Pabst.

Howco Film Exchanges, held a general business meeting in Atlanta. One of the most important items on the agenda was the discussion and expenditure plans on advertising campaigns on "Kentucky Rifle" and other releases. Members from other cities in attendance were J. Frances White and Scott Lett, Charlotte; Bill Kroger, Memphis; and Atlantans, Roy Nicaud, Roy Edwards, W. H. Clark, and Roland Fairchild.

## Florida Miami

Latest artist to have examples of her work shown in the Mayfair Art Lane is Bea Brower, formerly a cashier with Wometco Circuit. Mrs. Brower began to paint only about a year ago and has never had any instruction. Also included in the exhibition are two French street-scenes by Mrs. Brower's daughter-in-law, L' Gene Bryant. Mrs. Brower is married to Robert Brower, manager, Capitol. . . . Children of Wometco Circuit employees were guests of Mrs. Mitchell Wolfson, wife of the coowner, at a Christmas party at the Wolfson home at Miami Beach.

Acting Governor Charley E. Johns wired his appreciation to Howard Hughes for the selection of Silver Springs, Fla., as the location of the underwater premiere of "Underwater." . . . Harry Gabriel, Wometco relief manager, made a tieup with a local florist for a giveaway of a "Desiree" rose to the first 150 ladies attending the opening night of the picture at the Center, Tower, Parkway, and Essex, Hialeah, Fla. . . . James Frazier was assigned as assistant, Town, replacing Everett Walshon, who resigned to join the Miami Beach, Fla., police force.

Joe Panosetti, also known as Joe Pano, walked into police headquarters and confessed he had stolen \$1,500 from the Coral, by rifling the petty cash box, padding payrolls, and charging personal bills. Harry Botwick, general manager, Florida State Theatres, said the company would not prosecute as there was no conclusive proof that Panosetti stole the money from the theatre where he was employed, as he claimed.

In Tampa, Fla., the 20th Century, Auto Park, 40th Street, and Floriland

Drive-Ins advertised a free Christmas party for all patrons, with gifts for all children under 12, appearance of "Santa Claus" at all theatres, and at the 20th-Century Drive-In, free candid photos of children up to five years of age. All four houses were closed for the two days preceding Christmas and reopened Christmas Day.

Managerial shifts include Carl Jamroga, from relief manager to be house manager, Miracle, Coral Gables, Fla.; Mel Haber, from house manager, Miracle, to be assistant, Carib, Miami Beach, Fla.; Harry Kronewitz, from assistant, Carib, to be relief manager for the Wometco first-run houses and to assist in publicity and exploitation of first-run attractions.

Harry McCabe, is new in the Wometco main office, replacing Charles Ross, who resigned to take a position in Hollywood, Fla.

## Louisiana Shreveport

One of the biggest theatre deals here in several years was transacted with the sale of the last four theatres of the Don George Chain for a sum "in excess of a half-million dollars." They were purchased by Thomas L. McElroy, president, McElroy Theatres, and O. D. Harrison, local hotel operator and head of a wholesale tobacco company. The theatres are the Don; Venus; Davis, Bossier City, La.; and the Don Drive-In, Bossier City. "I have been in the theatre business for a long time and hate to leave it," George said, "but other interests have become too demanding of my time." He is president, Interim Television Corporation. While McElroy will operate the new theatres, Harrison, his partner, will own the real estate.

## Mississippi Oxford

Jessie Franklin Adams, owner and operator, Rebel Drive-In, died recently from a heart attack. He was 72. He is survived by his widow, Mrs. Beulah Gardner Adams, two daughters, a son, a sister, two brothers, and four grandchildren. Before building the Rebel, he owned theatres in Coldwater and Bruce, Mississippi.

## North Carolina Durham

The concession stand at the Lee Drive-In, near Sanford, N. C., was broken into and a quantity of candy, cigars, and soft drinks was stolen.

## Tennessee Woodbury

Charles Jernigan, who has operated the Ritz for the past six months, accidentally shot and killed his wife, mother of three, in the basement of the theatre. Investigators said 75 patrons were routed from the theatre as the woman ran screaming from the basement with a bullet wound near her heart. Passersby helped her to Good Samaritan Hospital, across the street, where she died three hours later. Mr. and Mrs. Jernigan resided at the Highway 70-S at the Skylark Drive-In, which he also owns.

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## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

Christmas week attendance at practically all local houses was reported excellent, and in several locations boxoffice records were established. E. B. Radcliffe, Enquirer, gave "A" ratings to films at seven downtown and art houses, a record number of "A's" in any one week.

H. P. DeLong, owner, State, Ironton, O., visited Film Row for the first time in three years. His twin sons, law students at Ohio State University, took over management of the house during the Christmas holidays, so their father could enjoy a well-earned vacation. . . . Frederic W. Ziv Company, headquartered here, largest producer of syndicated TV films, has purchased the historic Hollywood studios of Eagle Lion-Pathé for \$1,650,000. The purchase enables Ziv to expand its production budget from \$5,000,000 last year to \$9,500,000 this year.

Lou Siebert, Allied Artists, and Norman Lentz, RKO, Indianapolis exchanges, were in, as were exhibitors Guy Greathouse, Aurora, Ind.; Fred Krimm, Roy Wells, and Moe Potasky, Dayton, O.; Rob Harrell, Cleves, O.; Charles Williams, Oxford, O.; Raymond Young, South Shore, Ky.; James Denton, Owingsville, Ky.; Walter Wyrick, Carlisle, Ky.; Charles Behlen, Lexington, Ky.; Robert Dinkle, Raceland, Ky.; J. W. Smith, Warsaw, Ky.; and Howard Sheldon, Vanceburg, Ky.

Local branch officials of Realart and Lippert were extending thanks to exhibitors and others who helped make it possible for the branch to win second prize in the eighth annual Lippert sales drive. . . . Milton Yassenoff, Columbus, O., exhibitor, was among those from this area who witnessed the Rose Bowl football game in Pasadena, Cal., on New Year's Day. . . . Mark Cummins, local exhibitor, has returned from a Florida vacation. . . . Lou Hoffheimer, formed Columbus, O., exhibitor, has moved to Norfolk, Va. . . . Lester Rosenfeld, St. Albans, W. Va., exhibitor, is resting comfortably in the Kanawha Hospital, Charleston, W. Va.

Sympathy was extended to William Clegg, Dayton, O., exhibitor, on the death of his brother, and to William Burns, Warners head booker, and Robert Burns, Warners salesman, on the death of their mother. . . . Ann Zeller, Warners bookkeeping department, has announced her engagement to Kenneth Havlin. . . . J. E. Watson, MGM exploiter, is the proud grandfather of a baby boy.

Universal-International is handling area distribution for "This Is Your Army," Technicolor feature produced by Movietone News in cooperation with the U. S. Army, and which the Army is

interested in having played in as many theatres as possible. Area exhibitors are cooperating in setting playdates.

## Cleveland

The Ohio Censor Board has dropped its case against the local Group 16, charged with showing uncensored films. Since the suit was filed in the local courts, state censorship has been abolished by a ruling of the State Supreme Court.

Sam Fritz, manager, Hilliard Square, plucked a second daughter from his Christmas tree. The 7 pound 2 ounce young lady named Vicky Anne checked in at Lakeside Hospital. Santa Claus also brought a surprise present to Mary Lou Weaver, secretary to Warners branch manager Ernie Sands, when her son, Sgt. Forrest Weaver, brought home a brand new wife. After a short visit the newlyweds departed to report at the air force headquarters in Salina, Kans.

I. J. Schmertz, 20th-Fox branch manager, flew to Miami to spend the holiday with his wife and family who preceded him.

Ernest Sands, Warners branch manager, was in Florida completing his convalescence from surgery. He planned to be back in his office after Jan. 10. . . . Arthur Ehrlich, who retired from the movie business after more than 25 years, is back in it. He has joined the newly opened Buena Vista exchange as booker. . . . Jerry Lipow, Paramount salesman, was in Buffalo on a pleasure jaunt.

Imperial Pictures, which recently suffered the loss of its owner, Bernie Rubin, will continue operation under the same policy with Mrs. Bernie Rubin as head, in partnership with Alfred A. Sunshine. Sunshine, who will also continue his well established Advanads business of manufacturing coming attraction cards, takes over the product buying and sales. Mrs. Rubin will assume office responsibilities. Imperial Pictures, the only local independant state rights distributor, holds most of the leading independent franchises including Filmakers, Lippert, Distributors Corporation of America.

George Manos, who is adding a new drive-in in Cochocton, O., to his circuit of both conventional and outdoor theatres, has contracted with Selby Industries, Akron, O., for an all-steel CinemaScope tower which will have a 44 foot by 100 foot curved, tilted surface of the new Selby triangular truss construction.

Jack K. Vogel, Wellsville, O., architectural engineer, who has specialized in drive-in construction in both North and South America, is doing a \$75,000 remodeling job for Harry Good and Robert Gump's Dayton Drive-In, Dayton, O. Major improvement is construction of a new modern concession building, increasing the screen size, and adding three more ramps. A patio will be flanked by two all-year-round air conditioned 125 indoor seating areas, providing a

total of 250 indoor seats. The functional, modernistic design used throughout provides for smooth flow of traffic from the ramp area to either the concession, rest rooms, indoor seating areas, or the patio. Traffic provision is also made direct from the rest rooms to the patio. Aluminum full glassed doors are provided for all front entrances. The three new additional ramps as well as additions to the present ramps will feature a new ramp control system and 200 in-car heaters for contemplated year-round operation.

Irving Field is giving up his lease on the Cortland, Cortland, O., to devote all of his time to the manufacture and sale of a new lens which he developed. According to Field, this is a variable ratio anamorphic lens which adapts a regular 2-D lens to anamorphic print projection without any additional attachments. The lens is ground to Field's original optical formula and has the advantage of giving superior light and depth of focus. Field also claims that it is easier to operate than any present existing lens on the market and is low in cost.

John Oliver, Paramount booker, resigned to move to Florida and into a new business. Sam Wyman succeeds him at Paramount. . . . All of the exchanges celebrated the holidays with affairs in the downtown hotels and restaurants. . . . Paul Gusdanovic, head, Gusdanovic Circuit, and his wife left to spend the rest of the winter in Florida. . . . M. B. Horwitz, general chairman, I. J. Schmertz 50th anniversary testimonial dinner on Jan. 17 in the Hollenden Hotel, is getting enthusiastic acceptances from film men from all parts of the country, with all indications pointing to an unprecedented attendance. . . . Leroy Kendis, Associated Circuit, and Mrs. Kendis are enjoying a vacation on the west coast.

Albert "Happy" Hoak who used to be assistant manager and treasurer at B. F. Keith's Toledo under Joseph Pearlstein, was recently honored by Lucas County officials for 22 years service as a deputy treasurer. He was one of 20 men with 20 or more years service in the county treasurer's office who received a gold emblem.

## Detroit

Boris Bernardi, who was for a long time manager, Roosevelt, and ad man for Wisper-Westman Theatres, was in town. Bernardi is now company manager for "Oklahoma!" National Company, which was at the Shubert Lafayette. The Nedelanders who own the Shubert announced plans for operation of their newly acquired Riviera. James Nedelander has moved in from St. Louis to manage the 2,800 seat house. General policy will be second-run and stage presentations with a fling at light concerts and opera at times.

Bill Green, Cinerama press man, has been in Montreal covering the opening of the 14th Cinerama exhibition. Green clipped a recent editorial from Colliers, the one pointing out the value of "This Is Cinerama" showings in foreign lands, forwarded it to Michigan papers with



a six editorial page pickup result. . . . The Music Hall, where "Cinerama" shows here, added matinees for the entire Christmas week.

A chance for frontier life shows up in White Pine, Mich. This northern town being built in the copper country will have a supermarket and theatre section built along with 400 new homes. Carl Robertson is handling things there. . . . Theatre operators sighed with relief as attempts of the Metropolitan Golf Association to get daylight saving time reestablished in Detroit failed. Detroit, one of the farthest west cities on the eastern belt, holds to standard time with normal dusk coming in at around 8:30-9:00 in the summer months. Another hour would ruin many drive-ins.

A big drive-in project is planned by David Korman in Royal Oak Township. It will be the first in the area with car heaters, so will remain open all year. A swimming pool will convert to skating for the winter supplementing the four acre kiddyland and two concession layouts. Affiliated Theatres is planning competition nearby, bringing three drive-ins to territory covered exclusively by Alden Smith's Oak Drive-In for the past five years. . . . Police censors objected to only one theatre front, saw 359,000 feet of English speaking, 122,000 foreign, led by Mexican. 2,700 feet were snipped.

A 27 minute short, "Mightier Than the Sword," was previewed in Windsor, Ont. The short, produced by the Princeton Film Center for the Bureau of Independent Publishers and Distributors is based on an idea of J. D. Geller, Windsor News president. . . . Paul Broder will close the Time, change it into a garage. Jack Broder is going into production. Bill Thick, Marshall, Mich., was in Ann Arbor Hospital for a checkup.

## Indianapolis

The Variety Club of Indianapolis, Tent 10, has elected the following officers for 1955, Robert Conn, chief barker; Robert Jones, first assistant; Dale McFarland, second assistant; William Carroll, property master; and B. N. Peterson, dough guy.

## Pittsburgh

Frank Arena, Penn manager, spent the holidays with his family in Cleveland. . . . Joan Powlanski, Stanley Warner staff, got an engagement ring from Frank Bubach, a bass player with the Debonaires. . . . RKO held a trade screening of "Underwater" at the Shadyside.

One of those once in a lifetime incidents happened Christmas week at the Stanley. RKO's "Hansel and Gretel," which had been pulled due to its slow start at this theater, was rebooked because of the terrific amount of phone calls from parents in the entire area. . . . "Cinerama Holiday" will replace "This is Cinerama" on Feb. 16 at the Warner. The First Cinerama feature will have enjoyed a 61 week run.

Saul Perlman, Warners salesman who acquired the Penn, Blairsville, Pa., and



Emery Austin, MGM exploitation head, recently welcomed the winners of the "The Last Time I Saw Paris" contest, sponsored by The Indianapolis Star, Loew's, Indianapolis, and Scandinavian Airlines, at his office prior to the groups leaving on a trip to Paris. The contest was for the best essay on "Goodwill Ambassador To Paris." Left to right are Mr. and Mrs. Vernon Spaulding, Austin, and Spaulding, Jr.

Rivoli, Altoona, Pa., announced his resignation from the local Warners sales staff. . . . Bert Stern, head, Cooperative Theatres, has acquired the DCA franchise from Charles Boasberg for his Screen Guild exchange.

Walter Mackintosh, Paramount traveling auditor, is now on duty at the local branch. . . . Ken Dawson, Victoria, Gallitzen, Pa., has just installed CinemaScope equipment. . . . Ray Allison, veteran Altoona, Pa., exhibitor has sold his Rivoli, Altoona, and left for Florida where he will permanently make his home. His brother Leonard will buy and book for the Realty, Robertsedale, Pa., and Hollywood, Johnstown, Pa.

The Lamp, Irwin, Pa., installed CinemaScope and reopened. . . . Dave Silverman, RKO branch manager, returned from a meeting with RKO executives in New York, headed by President James R. Grainger, full of enthusiasm for the forthcoming RKO product.

Less Chamberlain, Dale, Johnstown, Pa., was forced to take a hurried trip to Florida, due to a severe attack of asthma. His wife is operating the theatre in his absence. . . . Seen on Film Row were state exhibitors Joe Birocco, Garby, Clarion; John Muller, Nu-Luna, Sharon; Chris Fourgis, Grand, Mount Pleasant; Tony Close, State, Oceola Mills; Lou Rothenstein, Rose, Cambridge Springs, and Evans, Evans City; V. L. "Doc" Watkins, Manos Circuit booker; George Wasko, Rex and Rivoli, Portage; Stan Rawson, Best, Edinboro; and Richard Neff, Rivoli, Cresson.

Ralph Green, who recently spent \$50,000 in remodeling the Beacon, reopened under the name of the Guild. . . . Jack Kalmenson, former branch manager, Warners, and now manager, Milwaukee, stopped off to say hello on his way to New York, where his nephew, Howard Allen Kalmenson, the son of Mr. and Mrs. Ben Kalmenson, will be married at the Ambassador Hotel.

Mrs. Shirley Studnicki, Stanley cashier who made the newspapers recently when

she faced a bandit at the boxoffice, greeted the return of her husband, Joe, in Korea for the past 16 months. . . . Stanley Warner city theatre managers gifted their district manager, Byron F. Moore, with a handsome rod and reel at their annual holiday affair.

Dick Cvetic, former manager, Strand, Oakland, Pa., and now at the Grand, Fargo, N. D., will spend the holidays here with his parents. His dad is Matt Cvetic, who was an undercover man for the FBI in the Communist organization.

Johnny Mayer, Penn Theatres' artist, was operated on for ulcers at the St. Clair Memorial Hospital and is not expected back to work before February. . . . Glenn J. Easter staged a special free Christmas kiddie show at the Almedam, Mount Morris, Pa.

Rialto, Daisytown, Pa., has been converted to a teenage dance hall. . . . A. A. Notopoulos, Altoon Circuit, has been elected president, Blair County Heart Fund. . . . Maury Weiss, Mainline and Erie salesman, Allied Artists, should be commended on his efforts in securing Will Rogers pledges from exhibitors in this area.

Sammy Speranza, Stanley Warner executive, was chairman for the Variety Clubs New Years Eve party. . . . Mrs. C. Kellenberg, wife of the 20th-Fox sales manager, was hospitalized as a result of a fall. . . . John Oglietti, Penn and Palace, Leechburg, Pa., recently bagged a four-point buck. . . . Herman Goldberg, Warners' purchasing representative, visited here.

Mrs. Nellie C. Dunn, an employee of Paramount for 36 years, is retiring. She was head of the inspection department. . . . Variety Club Tent 1 will stage its annual installation of officers today (Jan. 5). I. Elmer Ecker is the new chief barker. James G. Balmer will officiate at the installation. At this meeting, 50 new barkers will be initiated.

## Ohio Columbus

The Worthington Film Society is now composed of 150 subscribers, said 19-year-old David Sonner, its founder. Sonner conceived the idea after reading about experimental films in a national magazine. The story concerned Cinema 16 in New York City. The group shows unusual films twice a month in the Worthington elementary school auditorium. The public is invited to join the group at \$5 per season.

J. Real Neth has installed CinemaScope equipment at the Eastern. . . . Loew's Ohio has installed a new seamless screen. . . . The Ohio State football team, in Pasadena, Cal., for the Rose Bowl game, were guests at Metro-Goldwyn-Mayer studios in a party arranged by manager Walter Kessler, Loew's Ohio.

Frank Marzetti, owner, Linden, has redecorated the theatre including new carpeting, painting, reupholstering, and the installation of a soundproof foyer.



## NEWS OF THE

## Territory

## Chicago

The first child of Sheldon O. Collen, John Olaf Collen, just missed arriving on Christmas, being born the day after. . . . Robert Briggs, Alger Circuit managerial staff, died at La Salle, Ill.

B and K declared a year-end dividend of \$1.25, payable on Dec. 28. Total dividends for the year were \$4.50 as against \$4.25 in 1953. . . . Richard Cloonan, Capital Films, is dad of the new Maureen Ellen, his first child. . . . F. Dieterle, who had been projectionist at the Harding, passed on.

Robert Mangels was named Luna manager. . . . Alger Theatres moved to Peru Ill., from La Salle, Ill. . . . Mr. and Mrs. Rex H. Van Horn improved their Cozy, Augusta, Ill., with a wide-screen and CinemaScope equipment.

More than 300,000 saw "A Star is Born" at the Chicago. . . . The New Vernon, operated by Southern Enterprises, Mount Vernon, Ind., received a wide-screen and new projectors among other improvements.

Essaness Theatres Corporation is closing temporarily the Buckingham and preparing to reopen the Willard. . . . Officers from the Fifth Army headquarters added color to the midwest premiere of "This is Your Army" in St. Louis.

Stanton Kohlberg, theatre owner, purchased the interest of Essaness Theatres Corporation in the large Starlite Drive-In. . . . E. W. Johnson, 66, co-owner, Rivoli, Monmouth, Ill., died. Starting as a theatre usher in Iowa, he became a Chicago film salesman and later organized the Monmouth Theatre Company. . . . Robert Hyde was named Will Rogers manager.

Dominic Cristallo, 60, National projectionist, succumbed to an extended illness. His widow and a daughter survive. . . . Theatre attendance in 1954 zoomed way ahead of the 1953 record according to city tax collection figures. The theatre tax take in 1954 was \$1,203,243, and the year previous \$1,044,414. Total amusement tax collection in 1954 was \$1,916,495.

Richard Salkin, Jackson Park manager, had a hospital checkup. . . . Harold Eifert, pioneer popcorn equipment manufacturer and a director, Dunbar Company, died. . . . Mr. and Mrs. Fred Kirby closed their La Rosa, Roseville, Ill., temporarily.

The 24th annual celebration of Allied Theatres of Illinois was a success. Every ticket for the dinner, held at the Chez Paree, famous night spot, was sold days before the event. Van A. Nomikos, circuit owner, who was general chairman, was emcee as he introduced Jack Kirsch, Allied president. Kirsch introduced to

the gathering civic leaders, judges, leading theatremen, union officials, and dignitaries including Mayor Martin Kennelly and Secretary of State Charles Carpentier, downstate theatre owner. Kirsch told of the remarkable progress made by Illinois Allied. Van Nomikos had described it as the strongest Allied in the country and said that Kirsch's advice was being sought continually by other similar bodies. George Jessel led the entertainment bill. Assisting Van Nomikos as general chairman were Jack Clark, chairman of arrangements; Charles Lindau and Jack Rose, ticket co-chairmen; and Bruce Trinz, chairman of publicity.

Mrs. Laura Bumpus, World Playhouse cashier, died of a heart attack. . . . Herbert Silver was appointed New England manager by Radiant Screen Manufacturing Company. . . . Variety Club and Cinema Lodge, B'Nai B'rith, are fund raising through car raffles.

Mr. and Mrs. Wendall Stead reopened their newly modernized Ford, formerly the Pike, Griggsville, Ill., to satisfactory attendance. . . . Charles Schmidt, Palace, Gilman, Ill., visited.

George High, 64, veteran projectionist, Northcenter, died. He is survived by his widow, a son, two daughters, and nine grandchildren. . . . James Coston, circuit owner, and his wife visited friends in California during the holidays. Coston was recently elected president, Police Pension Board, of which he has been a member for several years.

## Dallas

Four theatre projectionists in Corpus Christi, Tex., were charged by police in connection with bombings in local theatres. The two most recent bombings occurred at the Avalon and the Del Aire Drive-In here. Both theatres were badly damaged, and both have been bombed on previous occasions.

A board meeting of the Texas Drive-In Theatre Owners' Association was held in the north room of the Hotel Adolphus yesterday (Jan. 11), Associate members in Mississippi, Oklahoma, and Louisiana, were invited to attend.

## Denver

More exhibitors are expected to be in Denver Jan. 12 and 13 than at any other time in the past. There are three events that will bring this about. First is the MGM Workshop, on Jan. 12 then the COMPO luncheon for state legislators and other officers, and finally the dinner-dance given by Variety Tent 37, the two latter events on Jan. 13. All of the events will be held at the Silver Glade room in the Cosmopolitan hotel.

Robert Selig, executive vice-president, Fox Inter-Mountain Theatres, went to Los Angeles on business and pleasure. . . . The force at U-I is fast getting into the Charles Feldman drive, which runs from Jan. 3 to April 30, and the exchange expects to land among the top few. The local sales force of Mayer Monsky, branch manager, and salesmen

Frank Green, Les Laramie, and Gene Klein were briefed in the drive at the sales meeting held in Kansas City.

IATSE Local F-29 elected officers for the year. They include Floyd Brethour, president; Frank Monaco, vice-president; Herman Reule, treasurer; Kathryn Becker, secretary; Louis Kolocheski, sergeant-at-arms; and George Mayo, business agent. . . . Carl Mock spent Christmas in Chihuahua, Mexico.

IATSE Local B-29 elected the following officers for the year, William Fenske, president; Robert Boland, vice-president; Ida Schultz, secretary; Al Anderson, treasurer; Paul Kauzlarich, sergeant-at-arms; Jack Pattison, business agent; and Elmer Finch, chairman of the board of trustees.

Howard Campbell, who has been office manager at Warners from the time he was mustered out of World War II, and has been salesman the past few months, has resigned to become booker for the Westland Theatres in Colorado, Lincoln, Neb., and Oklahoma City.

Charles J. Bell, brother of Earl Bell, Warners branch manager, died in Los Angeles. He was also in the film business a few years back. . . . Carl Schaffer, owner, Pastime, Broadus, Mont., has opened a new 300-seat Tug, Ashland, Mont. This opens Ashland to films for the first time. . . . Fox Inter-Mountain Theatres has sold the 650-seat Bison, McCook, Neb., and the 850-seat Paramount, Cheyenne, Wyo., to Carlin Smith. . . . As a result of grappling with a burglar who had broken into his apartment in 1946, Councilman Ed Mapel, owner, Gem, is now forced to use a cane.

## Des Moines

Last July the Carson Business Club, Inc., of Carson, Ia., with a population of 596, decided to do something about having a movie house. The community had been without a theatre for over six months when Howard Brookings, Oakland, closed the doors for lack of patronage. The Business Club felt a movie house would help their own businesses so they rented the building and equipment from Brookings. Every businessman in town donated \$10 towards the project. Volunteers even sell and take tickets. Only the projection operator is hired. After six months of operation the club reports it has been making money on the venture and the profits will be used to donate funds toward a memorial park. Also the businessmen say business is better when the theatre is open Wednesday and Saturday nights.

Oliver Farus, owner of the Iris theatre at Riceville, Ia., has changed his mind about closing the theatre. He had announced he would close the house on Jan. 1, but now has decided to remain open indefinitely with shows four nights a week. . . . Burdette Ross has closed the Lamont, Lamont, Ia., indefinitely because of lack of attendance. . . . Earl Peters has purchased the theatre at Hartley, Ia., from Earl Burns who is moving to Texas.



## Kansas City

R. R. Thompson, former salesman, Warners, has been appointed the new branch manager for Buena Vista Films, covering the Kansas City, Omaha, and Des Moines territories. He replaces Jack Frost who died recently.

R. M. "Bob" Shelton has been named president, Commonwealth Theatres. His connection with Commonwealth started 22 years ago as manager for the circuit houses in Warrensburg, Mo. He was then transferred to Kansas City as film buyer for two years, after which he became general manager.

Roy Holloway has purchased the Kesner, Leroy, Kans. The theatre was previously owned by the late Ray Miner and has been run by his wife since his death. . . . Edna Johnson has been employed as the new bookkeeper, Popper's Supply, replacing Belle Bowman. . . . Howard E. Jameyson, recently appointed board chairman, Commonwealth Circuit, has been awarded a gold lifetime National Theatres pass. The pass was presented by National Theatre president Elmer C. Rhoden.

## Los Angeles

Howard Schreiber, son of Alex Schreiber, who operates the Paradise, is spending his honeymoon in Honolulu. . . . Robert Kronenberg, Manhattan Films, returned from New York, where he closed a deal for the distribution of 26 new releases. . . . John P. Filbert, Jr., J. P. Filbert Company, is engaged to marry Lillian Anderson, MGM. They plan an early spring wedding.

Al Lapidus has moved his popcorn plant from its old location to Washington Boulevard and Vermont Avenue. . . . Ben Levin, General Theatre Company, was in from San Francisco for the holidays. . . . Celebrating his birthday was Dave Bershon, Leimert, Leimert Park, Cal. . . . Sherrill Corwin, president, Metropolitan Theatres, is vacationing with his family in Hawaii. . . . Jack Sherriff, Realart, acquired a new Buick.

Back at her post after a bout with the virus was Gladys Camp, Warners bookers' stenog. . . . Fred Stein, Metropolitan Theatres, was in Lompoc, Cal., to attend the opening of the newly acquired Lompoc. . . . In town to buy and book were Joe Markowitz, La Paloma, Encinitas, Cal.; Hugh McKee, Montrose, Montrose, Cal.; George Page, Fair Oaks, Arroyo Grande, Cal.; and Clare Allison, Wilshire, Fullerton, Cal.

Gregory F. Duffy, 55, president, Metropolitan Engraving Company, Metropolitan Mat Service, and Cinema Arts, Inc., died of a heart attack while playing golf at the Bel-Air Country Club. Active in many fraternal organizations, he was a member of Variety Club Tent 25. He is survived by his widow, two sons, two brothers and five grandchildren.

## Milwaukee

Jack Frackman, manager, Republic, is back on Film Row after a siege in



Dorothy Haley, Mary Creighton, and Paula Grubstick recently presented a check for \$1,750 to John Parsons, chief barker, Variety Club, Tent 32, for the benefit of the Tent's Blind Babies' Foundation. The proceeds come from the sale of Christmas cards in the San

the hospital. . . . Ralph Farrington, Fenway, Fennimore, Wis., has sold his theatre. Theatre Service is now doing the buying and booking.

Jack Frost, well known salesman in the territory, died. . . . Harry Oshan, branch manager, Columbia, was vacationing in Florida, and also vacationing from Columbia was Dave Chapman, who went to Mexico. Oshan's son, Alan, is engaged to be married to Marilyn Podell, daughter of Morris Podell.

Harry Weiss, salesman, Paramount, was honeymooning in Florida. . . . Ray and Oliver Trampe returned from a two day convention of the National Film Carriers Service at Chicago. . . . Dick Grede threw a party for the employees of the Blue Mound Drive-In, Elm Grove, Wis., at the drive-in.

Ethel Wilson, formerly manager, Bay, is now assistant cashier, Columbia. . . . Ralph Gromley, pioneer stage hand, Milwaukee, fractured his skull, falling down the stairs of the AFL Theatrical Stage Employees' Union office while attending their Christmas party, and died shortly thereafter at the hospital.

Ruddy Leddy was a Film Row visitor. . . . Gran Enterprises purchased the Century. The sale was approved by Federal Judge Robert E. Tehan for \$92,000. This theatre was in bankruptcy reorganization in the Federal Court. . . . John Falco, district manager, Standard Theatres, Beloit, Wis., was named president, local Association of Commerce, with strong approval from The Beloit Daily News.

Sol Hankin, district manager, Warner Theatres, many years ago, and film salesman, theatre manager, and state rights owner, is in the Jewish Hospital, St. Louis, after suffering a stroke.

## Minneapolis

The local office of Buena Vista is preparing a releasing schedule for North Dakota and South Dakota situations on "The Living Desert," "Stormy," "The Vanishing Prairie," and "20,000 Leagues Under the Sea." . . . George Engelking, booker, Paramount, has resigned and moved to California. . . . Harris Dudel-

son, Buena Vista midwest division manager, was in to call on Charles M. Weiner, local representative.

Two members of the Paramount sales staff, Ernie Lund, city salesman, and Forrie Myers, sales manager, were presented watches and pins for being with the company 25 years. The presentation was made by Byran D. (Buck) Stoner, midwest division manager. . . . Three MGM officials were in to testify at the Volk trail. They are C. M. Reagan, vice-president in charge of sales and distribution; Jay Eisenburg, assistant general sales manager, and Burtis Bishop, Jr., midwest sales manager.

Charles McCarthy, manager of MACO's Dakota, Grand Forks, N. D., died at Grand Forks. He also had managed houses for Minnesota Amusement at Sioux Falls, S. D.; Austin, Minn.; and Mitchell, S. D. Well known in the industry, McCarthy at one time operated Film Transfer, here. . . . The Row also was saddened by the death of Jack Hayward, operator, Gem, New Richmond, Wisconsin.

Joan Clemente, stenographer, Warners, is engaged to Don Schwartz. . . . Jeanette duChene is the new stenographer, Independent Film Distributors, replacing Audrey Olson, who has joined Welworth Amusement Company, here. . . . Evelyn Lukes, cashier, UA, is engaged to corporal Jim Glader. . . . Lois Hanson, stenographer, UA, is engaged to Virgil Lundberg. . . . Dorothy Wilk, former office manager, North Star Pictures, and her husband, Reno, operator of drive-ins in the territory, are on a tour of the southern states and the west coast. They plan to be gone about three months.

Recent out-of-town exhibitors on the Row were Bob Berquist, Chisholm, Minn.; Howard Henry, Westhope, N. D.; Joe Carriere, Hallock, Minn., and Drayton, N. D.; and Bernie Larkin, Madelia, Minn. . . . Herb Greenblatt, RKO domestic sales manager, was in. . . . Gerry Holdvogt, assistant cashier, Columbia, is engaged to Dennis Stalberger. . . . Jean Salzman, inspectress, Columbia, married Don Seep and has left the exchange. They are living in Virginia.

Ethel Curtiss, former contract clerk, Columbia, has joined the office staff of 20th-Fox, Washington. . . . Muriel Woodfill, clerk 20th-Fox, is engaged.

## Oklahoma City

On the day Mr. and Mrs. Glen Thompson, Thompson Theatres, were to have left for Florida, Mrs. Thompson fell and broke her hip. She is in St. Anthony hospital. . . . Jim Hudgens, office manager, Columbia, has been transferred to Houston, Tex. as office manager. . . . Henry Walje and Tom Dyer have sold the Star, Minco, Okla., to C. J. Micholicka and George Walje. . . . A. D. Smith has sold the Mars, Dawson, Okla., to Earl Frederick. . . . Walter White sold the Alex, Alex, Okla., to Clyde Wallace. . . . Reggie Pappas, branch manager Buck Weaver's secretary, Paramount, spent the New Year's holidays in Tulsa, Okla. . . . Delveta Armstrong,



biller, Paramount, is back after being out with the flu.

Seen on Film Row this week were Mrs. L. H. Goerke, Grand, Canton, Okla., V. A. Wilkinson, Ritz-Joy, Comanche, Okla., Bill Cleverdon, Ritz, Eldorado, Okla., Mrs. Truman Ellerd, Ritz, Blanchard, Okla., Don C. Cole, Bison, Buffalo, Okla.; Mr. and Mrs. Earl Rains, Rialto, Fort Cobb, Okla., C. T. Kenedy, Eakly, Eakly, Okla., Volney Hamm, Mt. Scott Drive-In, Lawton, Okla., Ed Crew, Empress-Royal, Waurika, Okla., Mrs. Izah Adams, Ritz, Sulphur, Okla., J. Rudolph Smith, Royal, Mt. View, Okla., Bill Wilson, Mooreland, Mooreland, Okla., Don Abernathy, 89'er, Kingfisher, Okla., and Mrs. Opal Gray, Esquire, Chickasha, Okla.

## St. Louis

In Marion, Ill., plans for another new 500-car drive-in have been announced by Robert L. Holbrook, a local attorney. He said the drive-in would be constructed at a cost of \$100,000 and that the equipment in addition to in-a-car speakers for 500 automobiles would also include a wide-screen. He said that actual construction would be started shortly, with the drive-in scheduled to open for business early next spring. In the meantime, Marion Castellano, a local contractor and builder, has started construction on his 500-car drive-in north of Marion.

In Griggsville, Ill., the Ford, formerly known as the Pike, has been playing to nice business since it was opened by Mr. and Mrs. Wendall Stead. The theatre had been completely remodeled, while the interior was redecorated in attractive colors, new comfortable seats and a new heating plant automatically controlled were installed, along with new rest rooms and a new brightly lighted marquee outside. The Pike had been operated for many years by Mr. and Mrs. Richard Wade.

In Granite City, Ill., the City, which had been dark for about two years, was reopened on Christmas day by the St. Louis Amusement Company, under Fanchon and Marco Service Company operation, with only one union projectionist in the booth. Arrangement for the reduction from two to one projectionist was reached with the East St. Louis, Ill., local union.

The Fanchon and Marco-St. Louis Amusement Company, on Christmas day, reopened the LaCosa, which had been dark since Dec. 12, when Hugh Graham gave up his sublease on the theatre. The LaCosa is being managed by Marvin Stiver, who had been managing the 4-Screen Drive-In. Under the Fanchon and Marco-St. Louis Amusement Company, the LaCosa will employ a union projectionist. Graham had been operating the theatre non-union.

In Ramsey, Ill., the Roxy, owned and operated by Woody Proffer, has recently installed complete new projection equipment including sound facilities, new high intensity lamps, dual channel Hi Fi 60-watt amplifiers, and a new wide panoramic silver screen has been ordered and will be installed shortly.

In Bridgeport, Ill., Ross Scaggs, manager, Capitol, recently announced a new policy. A free admission will be given to each person whose name appears in the "Happy Birthday" column of The Bridgeport Leader, on the night of their birthday. All such persons will be admitted to the Capitol as courtesy by manager Scaggs and the owner, Frisina Amusement Company, Springfield, Ill.

David Arthur, head booker, Fanchon and Marco-St. Louis Amusement Company, recently elected chief barker, Variety Club, Tent 4, will also serve as the national canvassman. His brother, Edward B. Arthur, general manager of the circuit, who has just completed two years as chief barker, has been named delegate for the local Variety Club to the annual meeting of the Variety Clubs International in Los Angeles.

Harris Dudelson, Chicago, is the new district manager in this sector for Buena Vista. His predecessor, Bernard McCarthy, introduced him to folks along the Row. Johnny Dugan, formerly with 20th-Fox, is the local salesman for Buena Vista. Recently Dudelson had been district manager for Albert Dezel, Inc., working out of Chicago.

The local projection rooms have recently improved their fire protection facilities. In addition to fireproofing the drapes and installing new exit signs, some new fire stops and fire doors have been provided. The city fire marshal has given his approval to these improvements.

Eugene H. Abeln, assistant manager, St. Louis, Fanchon and Marco-St. Louis Amusement Company Circuit, had a real advance gift from Santa Claus, a fine son, Michael. . . . Ray Conner, manager, Ambassador, had to spend the holidays bedded down at the Deaconess Hospital. He was struck by a speeding automobile. His injuries included a fractured leg.

Jack Harris, Exploitation Pictures, Philadelphia, and Harry Mandell, general sales manager, Filmmakers, New York City, were recent visitors to Realart, owned jointly by George Phillips and Herman Gorelick. . . . In the St. Louis Court of Appeals in the case of Hugh Graham, former operator, as sub-lessee, LaCosa, St. Ann, Mo., against Tony Blust, president, Local 143, Moving Picture Operators Union, and other officers and members of that union, that grew out of efforts to obtain the employment of two union projectionists at the theatre, through a stipulation of the parties to the legal controversy, by counsel, the court has extended the time for the filing of the transcript in the Circuit Court trial of the case earlier in 1954.

Bcb Goddard, Globe-Democrat columnist, has added to his "Look-Alikes" William Powell, screen star, and Harry C. Swan, manager, Wshington, Granite City, Ill.

The Amythis has been reopened by Marvin Bank, who at one time operated the old King Bee. He is a nephew of Barney Diamond, owner of the theatre building, who closed the house on Dec.

12 after operating it on his own. The theatre caters to Negro trade.

In Alton, Ill., the State, which had been dark since April 2, was reopened by H. Beck, Alton, and Charley Goldman, here. . . . In Shelbyville, Ill., the patrons of the Roxy, unit of the Frisina Amusement Company Circuit, Springfield, Ill., had their first view of CinemaScope. Coy Blythe is manager.

In Troy, Ill., the Lions, 500-seater, owned and operated by Frank Mann, presented its new wide-screen and CinemaScope equipment to its patrons.

In Beardstown, Ill., Harry Hopkins, sales staff, MGM, gave an interesting talk on the motion picture industry at a meeting of the Beardstown Women's Club. Arrangements were made by Paul Woods, manager, Princess, in cooperation with Myra Stroud, managing secretary, Missouri-Illinois Theatre Owners, and Tom Bailey, St. Louis branch manager, MGM.

## San Antonio

Parties of 20 or more children were being admitted for half price to "Hansel and Gretel" at the Texas, when accompanied by an adult.

Mr. and Mrs. Gustav Mohme and their son John, president, Clasa-Mohme, stopped off at the local exchange en route to Los Angeles following a trip to Mexico. . . . A Spanish language policy is to be instituted on Thursday and Friday nights at the Sunset, recently reopened by G. W. Wooten.

Among the out-of-town exhibitors to visit the local film exchanges were C. E. Walters, Axtex, Odessa, Tex.; Manuel Solis, Ranch Drive-In, Alice, Tex.; Camen Lopez, Encanto, Galveston Tex.; T. L. Jackson, Robstown and Kingsville, Tex.; H. Katz, Alpine, Tex.; and Mike Benitez, Weslaco, Tex.

First-run Spanish movies from Mexico, Cuba, and the Argentine will be shown on television station KCOR when it takes to the air here as the first all Spanish language TV station in April. Station will operate on Channel 41.

S. T. Donnell, manager, LeRoy, Lampasas, Tex., has reported the completion of the installation of CinemaScope equipment and anamorphic lens. . . . Mr. and Mrs. Marvin Bell have purchased an interest in the Taylor, Big Lake, Tex., and have taken over management. Mrs. Bell will take care of the concessions while Bell will handle the other parts of the operation. He was formerly manager, Ford, Rankin, Tex. . . . Sanford Hodge, owner and operator, H and H Drive-In, Stamford, Tex., installed CinemaScope equipment. . . . The Azteca, which has been closed at Wichita Falls, Tex., was reopened by Charles Osborne.

CinemaScope equipment has been installed at the Granada, Plainview, Tex., managed by C. E. McSwain. . . . The State, Gainesville, Tex., is being completely remodeled, according to Louis Littlefair, manager. Frontier Theatres, Dallas, and E. E. Griffith Realty Com-





U-I branch managers and salesmen from the Los Angeles, San Francisco, Portland, and Seattle branches gathered recently at the Fairmont Hotel, San Francisco, for a meeting of Barney Rose's district at which Foster M. Blake, U-I western sales manager, presided. Attending were, seated, left to right, Chilton Robinette, U-I special films salesman; Archie Holt, Tony Brabowy, Bud Hamilton, Art Greenfield, Hap Hadley, Blake, Rose, Abe Swerdlow, Bill Marriott, Al Borman, Lon Hoss, Ernie Piro; and, standing, left to right, Verne Zeesman, Murray Gerson, Ted Reisch, Dick Colbert, Wayne Pateman, Dale Wilkins, and Jules Goerelick.

pany purchased the Marin Wade interest in the State and Plaza. The entire building is to be remodeled, all new equipment installed including air conditioning, heating, projection, and sound system for CinemaScope. The seating capacity is also to be increased by an additional 175 seats and new retractable seats installed throughout. . . . Dub Spiekerman, manager, Palace, Burkburnett, Tex., has scheduled 19 CinemaScope features to be shown there following installation of new equipment.

Kay Caywood, manager, Brady, Brady, Tex., sponsored a special canned foods matinee as was her annual custom. . . . CinemaScope equipment has been installed at the Palace, Canadian Tex., managed by Leo Lance. . . . Gene Hauber, manager, El Lasso, Uvalde, Tex., reported the installation of CinemaScope. . . . A six week remodeling project has been completed at the Ford, El Campo, Tex., which cost an estimated \$25,000. . . . J. B. Seale, manager, Plains, Lockhart, Tex., reported the completion of the installation of CinemaScope.

CinemaScope has been installed at the 183 Drive-In, operated at Irving, Tex., by Hans Smith. . . . Fire destroyed the Capitol, Amarillo, Tex. Firemen said the blaze apparently smoldered for hours before flames burst thru the roof of the Capitol, one of the city's oldest. It was owned by the Richard Coon Hospital estate, Dalhart, Tex., and was operated by Trans-Texas Theatres, Inc., with headquarters in Dallas. . . . George Letson reported that the project of CinemaScope installation in the Metro, Muenster, Tex., has been completed. . . . CinemaScope has been installed at the Cole-Anna and Oak Drive-In, operated by Roland Duus at Coleman, Tex.

Jack A. Farr, Houston, Tex., president, Texas Drive-In Theatre Owners Association, and owner, Skyway Drive-In, Bryan, Tex., turned over 25 per cent of one evening's receipts to the Bryan United Fund Drive. . . . I. B. Walker, manager, Dixie Drive-In, Ranger, Tex., has announced the completion of the installation of complete CinemaScope equipment.

J. S. Thomason has been named manager, Rialto, Tex., and Rio, Beeville, Tex., for Hall Industries. . . . The Liberty, Electra, Tex., has been closed by Home Theatres. It was opened in the days of silent pictures before World War I. Marthe McSpadden, Home Theatres manager, said the closing was for economic reasons but it was hoped to be able to reopen soon.

Leon Glasscock, owner, Plaza, Boerne, Tex., has announced the installation of CinemaScope. . . . Ed Lee, owner, Plains Drive-In, Borger, Tex., has told local police the drive-in was robbed of an undetermined amount of money taken from the vending machines. Robbers gained entry by breaking a window leading to the concession stand. . . . The Plaza, Marfa, Tex., has had a CinemaScope installation completed, according to Clifton Durham, manager. . . . A group of businessmen at Fairfield, Tex., purchased the property where the Iris had been located from Harris Brothers, who operated it before it was destroyed in a fire. Disposition was not revealed.

## Seattle

The Moore marked its 47th anniversary having opened for business in 1907. . . . Universal manager Arthur Greenfield and salesmen Bud Hamilton and Hap Frederick recently returned from a sales meeting in San Francisco. . . . National Theatre Supply installed complete stereophonic sound system at western Amusement Company's Egyptian, Coos Bay, Ore. A four-channel stereophonic sound system has been installed in the Aubert, Connel, Wash., owned by August Aubert. In Montana, NTS installed in Cecil McClure's Falcon, Twin Bridges, a Walker screen, B and L anamorphic lenses and Kollmorgen back-up lenses. In the Granada, Spokane, Wash., National put in a Walker CinemaScope screen and screen frame, Simplex stereophonic sound system, B and L anamorphic lenses and Kollmorgen back-up lenses. And at Pat Metzgar's Pix, Smelterville, Ida., the firm installed Super Panatar anamorphic lenses and Kollmorgen back-up lenses.

All Sterling Theatres, including the Admiral, Grenada, Magnolia, Uptown, Beacon, Crest, Bellevue, Northgate, and Lake City held children's matinees the day before Christmas. . . . A holiday theatre party for the younger set was held at the Palomar.

Ballet and live stage holiday entertainment was held in the Music Hall. . . . Walter Hoffman is currently working on "Three Ring Circus," "The Bridges of Toko-Ri," and "Country Girl." . . . Northwest Releasing Corporation salesman Al Larpenteur returned from a trip to Portland. . . . Mr. and Mrs. George Drake, Yakima, Wash., parents of Helen Reynolds, Saffles, was visiting. . . . "It's an ill wind that blows no good" for Esther Workman, Northwest Releasing's office manager. Her 20-foot cruiser was crushed in its lake moorage during the recent gale, but the craft has since been replaced with a 25-footer.

Over 80 Evergreen personnel, including 23 managers from Oregon and Washington and their wives, home office people, and three retired employees, attended the annual Christmas party at the Athletic Club. A luncheon and short meeting, held at the Club, was highlighted by the distribution of bonuses to all employees. There was a tea for the ladies hosted by Mrs. William H. Thedford. Present for the occasion was Edwin F. Zabel, Los Angeles, vice-president, National Theatres, who announced that Thedford had been elected as president, Evergreen State Amusement Corporation and its subsidiaries.

Paramount meetings were held here for Portland and Seattle branches by H. Neal East, western division assistant sales manager, and Sydney Deneau, New York sales executive. Those in attendance were Seattle branch manager Henry Haustein, Portland branch manager Wayne Thriot, salesmen John Kent, Frank Doty, and Glen Brogger, office managers Collyer McDonald, Charles Rosenmeyer, and Walter Hoffman, regional publicity director.

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## NEWS OF THE

## Territory

Boston  
Crosstown

Two major films from different companies are to have their world premieres in this city on the same day. On Jan. 19, "Gangbusters," the Terry Turner action film distributed by Joseph Levine, Embassy Pictures, will open at the Paramount and Fenway, while U-I's "Six Bridges To Cross," partially filmed in Boston, will open at the Keith Memorial. Both films are using a strong radio and TV saturation campaign and both have amassed a large number of territorial bookings. "Gangbusters" has 300 bookings in New England at this writing, while the other film has chalked up 135.

Anthony J. "Tony" Zinn has been appointed manager, Beacon Hill, by owner Benjamin Sack, replacing Sam Richmond, who resigned. Zinn has spent his entire industry career with RKO Theatres. He started 26 years ago as assistant manager and treasurer, RKO Boston, and when that theatre was taken over by the Cinerama interests, he transferred to the RKO Memorial in the same capacity under Ben Domingo, managing director. In 1943, he married the assistant treasurer at the Boston, Camille Carpenter, and the couple now live in Somerville, Mass. As manager of the Beacon Hill, he has as his assistant Harry Harding, who has been with the house for two years.

Recent visitors to Florida for vacation periods were Michael Redstone, Philip Smith, Maurice "Fishy" Green, Samuel Richmond, and Edward Lider, the latter spending two weeks visiting his father-in-law, Nathan Yamins, at his Palm Beach winter residence.

Arnold Berger, district manager for drive-ins for Philip Smith, Smith Management Company, has resigned to operate his own business interests, including a drive-in in Stamford, Conn. No replacement will be made as his duties will be divided among other members of the Smith staff.

Lockwood and Gordon Enterprises, in association with Sam Rosen, New Haven, has acquired the drive-in site on River Street, Bridgeport, Conn., from Seymour Levine for an open air theatre. This site is the only one in the city limits with the nearest open airer in Milford, eight miles away, where E. M. Loew operates one. Charles Abramowitz is drawing plans for the L and G ozoner, which, when ready for an early summer opening, will mark the 12th drive-in under the Lockwood and Gordon banner.

The Alston, Allston, Mass., closed for the past three years, has been sold by American Theatres Corporation to R. W. Mann, owner of the store property next door, who has started tearing down the building for a parking lot. . . . Eddie



Rita Gam, starred in U-I's "Sign Of The Pagan," touring key cities on behalf of the advance promotion of the picture, is seen here in Boston recently with, left to right, Louis Krasna, manager, Astor; E. Myer Feltman, U-I's Boston branch manager; Max Hoffman; and Daniel Finn, B and Q Theatre executives.

Klein, head, Bay State Films, is in Massachusetts Memorial Hospital for a serious operation. . . . Leslie Bendlev, Community Playhouse, Wellesley, Mass., and his wife are on their annual winter cruise vacation to warmer climes of which they never tire.

Eliminations announced by the Bureau of Sunday Censorship included "Fountains of Rome," part 1, (Deletions: eliminate scene showing statue of man with sex organ exposed, in part 1.) (IFE). "Theodora," parts 1 to 11, (Deletion: cut to flash all scenes showing Theodora's bare abdomen during dance; in part 2, cut to flash scene showing Theodora in scant costume at head of hayloft stairs; in part 2, cut to flash scene showing Justinian bending over Theodora in scant costume on hayloft floor; in part 2, eliminate scene showing Archal with his head on Theodora's breast; in part 6, eliminate dialogue, "Perhaps you would like me to walk around naked," to and including, "I'll have to find someone else to feed it," in part 9). (IFE).



U-I branch managers and salesmen from Boston, Buffalo, Albany, New Haven, and Washington, recently met in Boston to plan for the company's "Charles J. Feldman Annual Sales Drive." Seen, seated, left to right, are Isidore Ehrlichman, Washington sales manager; Harold Saltz, Washington branch manager; Philip Gerard, eastern publicity manager; P. T. Dana, division manager; Joseph Gins, district manager; Norman Weitman, Albany branch manager; Robert Friedman, Albany salesman; Eugene Lowe, Albany salesman; and Bert Freedman, Buffalo salesman; and, standing, left to right, Stanley Taylor, Washington salesman; Ray Squer, New Haven salesman; Alex Schimel, New Haven branch manager; Fred Shohet, Boston salesman; Joseph Kelly, Boston salesman; Francis Charles, Boston salesman; Jerry Spandau, Buffalo salesman; Thomas Donaldson, Boston sales manager; Barney Frank, Washington salesman; E. Myer Feltman, Boston branch manager; and Vincent Dougherty, Washington salesman.

"Vera Cruz," parts 1 to 11 (Deletions: eliminate dialogue, "We'll I'll be a dirty son of a——," in part 2; cut to flash struggle on ground between Pittsburg and Nina, in part 3). (United Artists).

## Film District

Division manager Irving Saver, Alexander Film Company, and his wife are receiving congratulations on the birth of a daughter Wendy Ellen, at Richardson House.

Ernest Comi and his wife celebrated their 25th wedding anniversary with a delightful surprise party for 35 guests arranged by their daughter, Joyce, and their son, Ernest, Jr. The senior Comi is general manager, Capitol Theatre Supply Company. This equipment house in one week installed five theatres for CinemaScope optical equipment. They are the Park, East Jaffrey, N. H., for Mario Dedo; the Johnston, Johnston, R. I., for Mario Votolato; the Orpheum, Foxboro, Mass., for Francis Perry; the Center, Jamaica Plain, Mass., for Jack Saranga; and the Wilbur, Eastport, Me., for Mrs. Marjorie Nutt.

New Haven  
Crosstown

New manager of the Whitney, Hamden, Conn., is Bernie Goffin, who has been manager, Crown. Goffin fills the vacancy made when Truman Ferguson passed away. . . . Visiting Paramount manager Jim Darby over the New Year's weekend, was his brother "Dick" Darby and wife. . . . Congratulations will be in order on Jan. 31 when Paramount assistant manager Walt Wilson will be celebrating his second wedding anniversary.

Morris Moriarty, Paramount projectionist, left for the southlands. He stopped off in Virginia to visit with his daughter and then proceeded along to Florida. . . . Henry Cohn, Dixwell, was quite busy over the holiday period. In addition to two large sponsored kiddies shows, which involved 4,000 kiddies, paid for by the New Haven Savings Bank and





Bill Murphy, assistant manager, Allyn, Hartford, Conn., recently greeted local Boy Scouts, who appear in Exploitation Productions Incorporated's "Jamboree," prior to a local showing. In a tieup with the scouts, 25,000 heralds on the film were distributed.

Bradford Motors, Cohn had kiddies shows during Christmas week. . . . Dixwell recently installed new improved Cinema-Scope lenses. . . . Whalley had four special kiddies' shows during the holiday. . . . New dinnerware deal started at the Lawrence. . . . Morris Rosenthal set some nice bally for "There's No Business Like Show Business" at Loew's Poli.

### Meadow Street

In addition to making a play for the New Year's Eve business, theatres throughout the state also had programs appealing to the younger trade. Matinées for children were scheduled for Dec. 31 with special gimmicks being used to draw the kiddies trade. Stanley Warner houses had "Kartoon Scope Shows" with cartoons. In some SW theatres, pencil boxes were given. Among SW houses which sponsored the "Kartoon Scope Shows" were Empress, Danbury; State, Waterbury; Commodore Hull, Derby; Capitol, Ansonia; State, Manchester; Roger Sherman, New Haven; Cameo, Bristol; Palace, Norwalk. . . . Other kiddies shows were held at the Strand, Winsted; and Arch Street, New Britain.

Doug Amos, district manager, Webb, Wethersfield, Norwalk Drive-In, and other theatres, flew to Puerto Rico for a vacation trip. . . . Sheldon Tromberg, who recently took some training at Republic, has been transferred to the



Lou Cohen and Norm Levinson, Loew's Poli, Hartford, Conn., recently had this modern juke box on display in the lobby as advance bally for MGM's "Deep In My Heart."

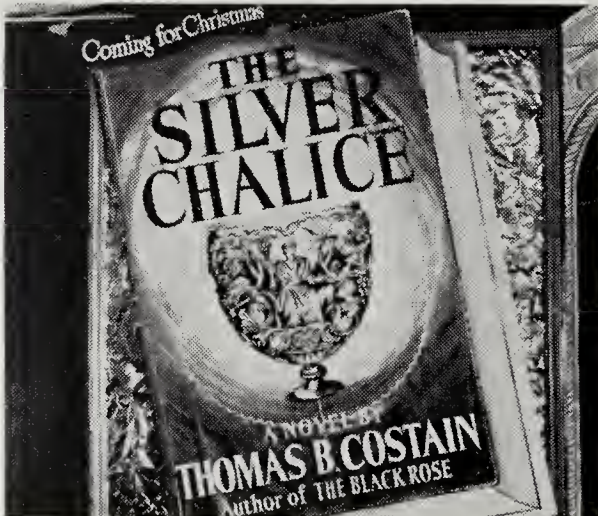


As part of a recent extensive promotional campaign on MGM's "Beau Brummell," Loew's State, Providence, R. I., manager William J. Trambukis, arranged a stunt which featured the presentation of a "Beau Brummell" statuette to William P. Gorman, general manager, Sheraton-Biltmore Hotel, on the popular "Breakfast At The Sheraton" live television show, which is telecast over WJAR-TV. Left to right are Johnny King, m.c. of the show; Gorman; Trambukis; and Nancy Dixon, star of the program.

Philadelphia Republic branch where he's now student salesman. . . . Crown, Hartford, Conn., is reported closed. . . . New student trainee at United Artists is Gilbert Ellis, from New York. . . . His dad is also in the movie business.

John Thompson is the free lance exploitation representative who did a splendid job of ballyhoo assistance for "Vera Cruz," when the United Artists production was in Bridgeport, Conn., and New Haven. . . . Charles Lane is progressing with his plans for a twin drive-in on the Branford Road. . . . Carberry, Bristol; Luxor, Unionville; and Mayfair, Terryville, all in Connecticut, are now equipped for Cinema-Scope. . . . Strand, New Britain, Conn., is continuing to get good exploitation cooperation from Birnbaum's store. . . . Large display advertisement in newspaper and lobby of the new Magnavox television brought bally for "Young at Heart." . . . Mara Corday, actress, was in New Haven to publicize Universal-International's "So This Is Paris." Alex Schimel, U-I branch manager, arranged a press, radio, and TV luncheon for the star at Kayseys and the result was plenty of publicity for the film.

Robert Taylor was due in for the local premiere of MGM's "Many Rivers To Cross," Loew's Poli. He will also visit Boston and other New England cities for personal appearances and help exhibitors participate in "MGM's 1955 Motion Picture Theatre Celebration."



This huge reproduction of the famous novel by Thomas B. Costain was used recently in the lobby of the Metropolitan, Boston, in advance of Warners' "The Silver Chalice."

### Circuits Loew Poli

Plans were being made for the world premiere of "Many Rivers To Cross" at the Loew's Poli on Jan. 26. An elaborate two day program is being set up with one of the highlights being the appearance of Robert Taylor at the Poli in a ceremony in conjunction with Winchester's. . . . The First National Bank and Trust Company took possession of the Bijou Theatre Building in the sale involving \$200,000. . . . In Meriden, Conn., Tony Masella arranged with The Meriden Record to have a first baby of 1955 contest and received a full page display in the paper publicizing "Desiree."

### Connecticut Bradford

Charles Lane, owner, New Haven Drive-In, North Haven, has disclosed plans for a drive-in theatre on a newly-acquired 47-acre tract of land here.

### Hartford

George E. Landers, Hartford division manager, E. M. Loew's Theatres, is back from a vacation. John Silverwatch, manager, Hartford Drive-In, Newington, Conn., handled the downtown E. M. Loew's during Landers' absence. . . . State Treasurer Joseph A. Adorno, retiring from the State post, received a silver service set from his staff as a parting gift during a department party at the State Capitol. He is a son of Sal Adorno, Sr., general manager, M and D Theatres, Middletown, Conn.

Lou Cohen, Loew's Poli, wired local newspaper editors, "We're starting off the 1955 season with a bang!" Remainder of telegram listed stars and properties slated for local showings. . . . Mara Corday, star of U-I's "So This Is Paris," met the press at a Statler Hotel luncheon, hosted by Jean DuBarry, Stanley Warner Strand, and Bill Brooker, U-I exploiteer.

Mike Adorno, assistant general manager, M and D Theatres, reopened the Middlesex, Middletown, Conn., following installation of high fidelity sound. . . . Ray McNamara, Allyn, was in Boston on New England Theatres business.



Bernie Menschell and John Calvocoressi, Manchester Drive-In Theatre Corporation, are working on improvements at the Bolton Notch Drive-In, including increasing car capacity from 750 to 1,000. . . . Milt LeRoy, Blue Hills Drive-In Theatre Corporation, heads to Miami, Fla., in February on a brief vacation.

Ray McNamara, Allyn, had an usher paging Bing Crosby in downtown hotel lobbies in conjunction with opening night for Paramount's "White Christmas." For "Three-Ring Circus," McNamara used a similar gag, with an aide this time walking through same lobbies, paging Dean Martin and Jerry Lewis. On his back, of course, appeared a film poster.

Norm Levinson, assistant manager, Loew's Poli, goes to Minneapolis as newly-appointed MGM press representative for that exchange territory. He has been with the Poli interests in Connecticut since 1940.

## Manchester

Jack Sanson, Strand, Hartford, Conn., manager, who recently checked out of Manchester Memorial Hospital following illness, has returned to his office. He is a Manchester resident. . . . Jean DuBarry, manager, Art, Springfield, Conn., was relief manager.

## Rockville

The Interstate Theatres' Palace, managed by Arthur P. Poirier, has installed what is believed to be the first recorded announcements of current attractions outside of metropolitan New York. The equipment, connected to the theatre phone, was installed by the Southern New England Telephone Company, and answers incoming calls automatically and tells patrons what pictures are playing and when the next performance starts.

## Southington

P. J. DiFazio, New Britain, Conn., businessman, has started construction of this town's first drive-in a 750-car capacity project. Opening is planned for the spring.

A commendable long-range public relations idea was launched by Arthur Alperin, Colonial, Southington, Conn., when he decided to assist Bristol-Southington Cinerama enthusiasts in arranging a show train trip to "This Is Cinerama" at the RKO Boston, Boston, in February. Persons making the trip will be guests at a subsequent date of Alperin at the Colonial.

## Wethersfield

Doug Amos, district manager, Lockwood and Gordon Theatres, visited Bill Daugherty, Webb Playhouse, prior to leaving on a three-week vacation in Puerto Rico.

## Winsted

Mrs. Hazel Florian, Lockwood and Gordon Strand, believes in promoting post-shopping hour trade. On evenings when downtown stores are open late, the Strand newspaper ad carries this line, "Tonight, our feature film will be shown at 6:30 and again at 9:30 to



The highlight of a recent meeting of Sentry Lodge B'nai B'rith, was a presentation by George Roberts, president, of a 21-inch television set to the West Roxbury, Mass., Veterans Hospital. Roberts, treasurer, Rifkin Theatres, is seen presenting the gift certificate for the set to Cy Rosenthal, former Boston Red Sox outfielder, who is president, New England Paralyzed Veterans Association, while other paraplegics and members of the Women's Division of Sentry Lodge look on.

accommodate those who wish to see the show after the stores have closed."

## Massachusetts Shelburne Falls

Carl H. Nilman, owner of several motion picture enterprises, has purchased the Briggs property on North Street, Dalton, Mass., including the former drive-in, and plans to reopen it in the spring. The Briggs Drive-In, first in the area, was operated through 1951. Nilman operated motion pictures in the Dalton Town Hall for 15 years until the opening of the drive-in in 1947. He also owns a drive-in in Shelburne Falls and one in Northfield, Mass.

## New Hampshire Franklin

Regal gave away two Christmas baskets in a pre-holiday show recently.

## Keene

Scenic, in connection with a showing of "Hansel and Gretel," helped erect a Hansel and Gretel cookie house in the



Francis J. Gooch, manager, New England Theatres, Inc., Houlton, Houlton, Maine, recently received an award of merit for constructive contribution in furthering the American Way of Life by the Lydia Putnam Chapter of the Daughters of the American Revolution. DAR Regent Mrs. Isabelle Hess Miller, Houlton, Maine, made the presentation to Gooch.

window of a local business. . . . The Scenic also sponsored its annual free Christmas show for children.

## Meredith

A Christmas party for children was held at the Key here. Only admission required was canned goods for Christmas stockings. The party was sponsored by the American Legion, a local pharmacy, and the theatre.

## Nashua

The Daniel Webster offered free coffee and donuts to women shoppers during the Yule season every day. The management also gave a Christmas party for youngsters, with a big screen show, while Santa Claus had gifts for the kiddies. . . . Park recently held a grand opening under new management. The theatre, newly decorated, features CinemaScope, and advertises the lowest prices in Nashua.

## Newport

Ersley A. Blanchard, manager, Coniston, received a full column in the local paper after attending the MGM "Ticket-Selling Workshop" in Boston. The story in the local Newport-Lake Sunapee Times, which carried a picture of Blanchard, praised his "alert showmanship" in bringing the latest films to Newport.

## Plymouth

Interstate played host to more than 500 youngsters in a special Christmas party. Sponsored by the Plymouth Chamber of Commerce and theatre manager Sherburne Graves, the party featured free candy and ice cream, plus a free movie.

## Rochester

Scenic sponsored a free all-cartoon show for the kiddies recently, with tickets obtainable from three local markets.

## Rhode Island Providence

Frank M. Gookin, veteran theatre service engineer for RCA in New England, has received a well-deserved promotion. With headquarters at Andrews Air Base, Washington, Gookin will serve in RCA's government operations division as liaison executive between his company and the Air Corps. . . . In reply to good natured criticism aimed at his advertising policies by another theatre operator, Joseph Jarvis, owner-manager, Gilbert Stuart, published a paid newspaper advertisement, stating in part, ". . . we admit our ads are not just a little corny, but all corny. . . . but, truthful salesmanship, and we will go right on telling people all about our little theatre regardless of whether we get new carpets, stage curtain, or a new furnace. . . . right now, it's CinemaScope." Jarvis is outstanding in this area for the type of advertising he runs in local newspapers. He invariably runs a short synopsis of the pictures in his ads, and comments on their value.

Dave Levin, RKO Albee manager, in conjunction with the forthcoming screening of "Hansel And Gretel," staged



# A unique service...

available ONLY to the nearly 10,000 showmen who regularly subscribe to—

## MOTION PICTURE EXHIBITOR

"Always FIRST ... with the BEST ... in theatre-wise SERVICES!"

# THEATRE OPERATING FORMS and SYST MS —to lighten your detail work!

HERE IS A HANDY DESCRIPTION AND ORDER FORM . . . JUST FILL  
IN YOUR NEEDS AND MAIL. Actual sample sheets will be mailed on request!

Quantity	Items desired	Unit cost	Total
	<b>DATE BOOK FORMS:</b>		
	... Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply.....	\$ .60	
	... Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	<b>SERVICE-KIT SYSTEM:</b>		
	... Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder.....	1.25	
	... Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
	... Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
	... Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
	... Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc. ....	5.00	
	<b>BOXOFFICE STATEMENTS:</b>		
	... Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad.....	.25	
	... Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad.....	.25	
	<b>PROGRAM AND RUNNING TIME SCHEDULES:</b>		
	... For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad.....	.25	
	<b>BOOKKEEPING SYSTEM—Book:</b>		
	... At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder.....	1.60	
	<b>BUSINESS ANALYSIS SPREADSHEETS:</b>		
	... Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets.....	.50	
	<b>PAYROLL FORMS:</b>		
	... Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets.....	1.25	
	<b>EMPLOYEE EARNINGS RECORD CARDS:</b>		
	... Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards.....	.35	
	<b>PETTY CASH CONTROL SYSTEM:</b>		
	... Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder, Per pad.....	.25	
	... Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50.....	.60	
	<b>SERVICE MANUALS FOR TRAINING:</b>		
	... Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each.....	.10	
<b>TOTAL REMITTANCE to cover this ORDER→</b>			

Direct ORDER to: MOTION PICTURE EXHIBITOR, 246-48 N. CLARION ST., PHILADELPHIA 7, PENNA.  
CASH, CHECK or MONEY ORDER in the proper amount, should accompany all orders

Theatre Name.....

Shipping Address.....



Archibald Silverman, second from right, president, Strand, Providence, R. I., recently visited Dean Martin and Jerry Lewis on the set of Paramount's "You're Never Too Young" in company with Rev. Cornelius B. Collins, chairman, Rhode Island Board of Education, of which the exhibitor is also a member. Silverman and Rev. Collins were on the coast for a convention of boards of education in San Francisco.

a special preview for the benefit of local school authorities, principals, teachers, and parochial school staffs.

Robert F. Aiken, formerly chief-of-service before entering the air force, was home on a 14-day furlough. He visited with Dave Levin, Albee manager, and many of his friends. . . . Friends of Edward M. Fay, dean of local showmen, were expressing sympathy upon learning of the serious illness of his wife. Joe Jarvis, owner-manager, Gilbert Stuart, Riverside neighborhood house, thrilled his patrons with the introduction of CinemaScope during the Yule season. . . . The Avon Cinema premiered the Rhode Island screening of "The Earrings of Madame De."

Announcement has been made that E. M. Loew's Olympia, Olneyville, R. I., neighborhood house, will soon reopen, completely redecorated and equipped with CinemaScope. . . . The Pawtucket Strand, closed by an 11-week strike of motion picture operators, reopened Christmas day, using independent operators. Harold Lancaster is manager.

A bicycle was one of several valuable gifts awarded at the Hollywood, East Providence neighborhood house, at the first of a series of special Saturday kiddie shows.



Mara Corday, featured in U-I's "So This Is Paris," recently received the key to the city from Mayor Dominick J. DeLuco when she visited Hartford, Conn., in conjunction with the film's Connecticut premiere at the SW Strand.



## NEWS OF THE

## Territory

New York City  
Crosstown

"This Is Cinerama" will end its Broadway engagement on Feb. 6 and will be withdrawn from circulation. It opened Sept. 30, 1952. . . . Harry Goldstein, eastern publicity director, Allied Artists, left for the opening of "Tonight's The Night" at the Paramount and Fenway, Boston; exploiter Irving Shiffrin left for Philadelphia to handle the opening at the Viking; and Michael Zala left for Richmond Va., to handle the opening at the Colonial.

Leo F. Samuels, president and general sales manager, Buena Vista Film Distributing Company; Charles Levy, publicity director; and James O'Gara, special home office representative, left for Canada for talks with Empire-Universal officials on the Canadian distribution of Walt Disney's productions of "20,000 Leagues Under The Sea" and "The Vanishing Prairie."

Harry Brandt, on behalf of the Trans-Lux 52nd Street, has presented Monsignor John E. Reilly with a check for \$2,500, the proceeds of the opening night receipts of Allied Artists' "Tonight's The Night," Trans-Lux 52nd Street. This money will go towards the fund of the New York Foundling Hospital.

Herman Kass, eastern exploitation manager, U-I, was in Boston, New Haven, Hartford, Conn., and Providence, R. I., for special meetings with field exploitation representatives who are working on the New England saturation territorial premiere of "Six Bridges To Cross." He conferred with John McGrail, Milton Mohr, Bill Brooker, and Sam Hart.

Robert Oropall, U-I service department, became a father with the birth of a son, Robert Michael, to his wife, Margaret, at the Lawrence Hospital, Bronxville, N. Y.



Representatives of the American Newspaper Publishers Association recently commended 20th Century-Fox by presenting a brochure to Spyros P. Skouras for the fine advertising his company has done in the American newspapers on behalf of CinemaScope. Left to right are Charles Einfeld, vice-president, 20th-Fox; William Solch, ANPA; Skouras; Norman Greer, ANPA; and Robert McLauchlen, ANPA.

Lorraine Cito, secretary in 20th-Fox's advertising department, announced her engagement to Dominick Ciancio. . . . Marty Scher, United Artists foreign accounting department, was married to Gloria Pearlman in Brooklyn.

Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, left for a Latin-American tour which will take him to UA exchanges in eight countries. He will also attend the International Film Festival at Punta del Este, Uruguay. . . . Albert A. List, chairman of the board, RKO Theatres Corporation, announced that negotiations have been concluded for the sale to a non-profit corporation organized by the community of Sunbury, Pa., of a plant owned by him and his family.

Harriet Parsons, RKO producer, arrived from Hollywood to look at Broadway plays and line up story properties. . . . Janet Leigh, who just completed a co-starring role in Columbia's "My Sister Eileen," arrived for a vacation of a few weeks. Accompanying her is her husband, Tony Curtis. . . . Edward M. Saunders, assistant general sales manager, MGM, returned from a coast vacation.

Richard A. Harper, MGM home office sales executive, made an upstate trip visiting Albany and Gloversville. . . . Helen Rose, MGM designer, was in from the coast looking over new styles. . . .

Charles C. Moskowitz, Loew's Inc. vice-president and treasurer, left for the coast.

Orest J. Forest, manager in Trinidad of the Westrex Company Caribbean, subsidiary of Westrex Corporation, returned to Port-of-Spain after attending a conference of managers here.

Mort Blumenstock, Warners vice-president in charge of advertising and publicity, arrived for conferences with home office executives on forthcoming releases.

After 18 years of successful operation, the Trans-Lux 60th Street, will be torn down to make way for an office building. Originally opened as a newsreel theatre in 1937, it was one of the first East Side theatres to change over into a successful first-run art theatre. The management will present a "farewell festival" of some of the first-runs introduced at the theatre for the two week period ending Jan. 23.

Charles Schlaifer, president of the advertising agency bearing his name, left for an extended business trip to the west coast. Mrs. Schlaifer is accompanying him.

New York State  
Albany

Mrs. Herb Schwartz, wife of the Columbia salesman, gave birth to a six-pound boy in Schenectady, N. Y. It



A touch of the old west and the spirit of the Christmas season were combined recently in the rolling bally that cruised Manhattan to tip off holiday crowds to the opening of United Artists' "Vera Cruz," Capitol. The stage coach, one of the three that toured New York and key suburban shopping centers, carried a cargo of candy imprinted with details of the film's Broadway premiere. Other stunts included, second from left, a search for America's shapeliest lasses, with \$75,000 in

prizes as the bait. This was ballyhooed in the Capitol lobby as shown. Grand prize winner will net a \$10,000 modeling contract, a trip to Hollywood and the title of 'Miss Exquisite Form'. A juke box was installed in the Capitol lobby and plugged recordings of the title song from the film. Co-star of the film, Denise Darcel, is seen beside the juke box with Harry Greenman, managing director, Capitol. On the right, Miss Darcel is seen signing autographs for fans in the lobby.





Among the 51 Paramount employees recently inducted into the Paramount 25-Year Club at New York home office ceremonies were the above pictured with Barney Balaban, president; Adolph Zukor, board chairman; Austin C. Keough, vice-president and general counsel; and Russell Holman, eastern production manager. Inductee Mary Mahoney is seen receiving gold watch from Zukor. Others are Charles Urling, A. J. Richard, Alwin Beers, Robert MacDonald, John Fuchs, Richard Bennett, George Barry, John Cicero, Albert Michel, Arthur Clements, Constance Bachmann, Robert McKeown, Mary Marmion, Catherine Moore, Anna Anderson, Charles Rapp, Ralph Amato, August Keuhn, Paul Pagano, Stanley Phillips, Robert Shields, Murray Wacke, George Fineman, George Westbrook, Leopold Weiner and Baruch Negrin.

is their second son. . . . Ernie Stautner, Pittsburgh Steeler football star and co-owner, Sara-Pla Drive-In, between Lake Placid and Saranac Lake, was among those attending the world premiere of "The Silver Chalice" at Schine's Pontiac, Saranac Lake, N. Y. He attended with his brother-in-law and partner, Ed Hoffman. Ray Smith, Warners branch manager, had praise for the arrangements made by Alton B. Anderson, Pontiac manager, Saranac Lake mayor.

Albany exchange cut back the work week under a new agreement with office and service employees by opening the

doors later. Week covers thirty-seven and a half hours, five days.

Condition of George H. C. Farley, executive, Farley Estate, owning local exchanges and several out-of-town theatres, and Farley Realty Company, was reported fairly good at Rex Hospital, Raleigh, N. Y. He was removed from a Florida-bound train after suffering a heart attack.

Sidney Urbach, dough guy of Variety Club and drive-in stock owner, returned to CPA work and Variety duties following an appendectomy. . . . Harry Lamont, Lamont Theatres, leaves for Key West, Fla., and a six-week vacation. . . . Wedding bells rang in Ravena for John Leon, projectionist at Conery's Theatre, and Joan Gardner, of that village. The couple went to New York City following a reception attended by Chet Tompkins, Conery executive, and Charlie Hunter, of the Hunter Film Service.

Variety Club Chief Barker George H. Schenck expressed confidence that attendance at the testimonial dinner for Charles A. Smakwitz, Stanley Warner



Max E. Youngstein, vice-president, United Artists, and Denise Darcel, co-star in UA's "Vera Cruz," recently discussed entertainment arrangements for the first annual benefit show to aid the Jewish National Asthmatic Home for Children. Youngstein is entertainment chairman of the foundation's drive, and Miss Darcel was among the headliners in the Parade of Stars held at New York's Town Hall.

zone manager transferred from Albany to Newark, N. J., would reach 300 in ballroom of Sheraton-Ten Eyck Hotel yesterday (Jan. 11). S. H. Fabian and Harry Kalmine, Stanley Warner executives, were expected to be present as was International Chief Barker George Hoover.

Tent 9 suffered no loss in sharing the profits of Tim Anspach's used-car dealers auction with the Colonie Lions Club. Anspach sold twice as many automobiles at his Albany-Schenectady Road rooms as he did during last year when the Variety Club received about \$800 for Camp Thatcher, from the auction. . . . Lions Club officers dined with Variety Club members and attended a regular Tent 9 meeting to discuss the possibility of joint sponsorship of a summer camp for area underprivileged girls.

Ed Wall, Paramount field representative for the Albany and Buffalo exchange areas, made his screen debut in the 20th Century-Fox Filmrow studio, where a 10-minute short of an interview he had recently held with Paramount executive producer Don Hartman, in Hollywood, was shown. It preceded a preview for critics of "The Bridges of Toko-Ri." The filmed outline of company product for the coming months is designed for use on television stations in the areas covered by the Paramount Film Distributing Corp. exploiteers. While it marked Wall's "acting" bow-in, the short was not his first experience with motion picture production. He authored several scenarios, one of which was basis for a Paramount comedy short, "The Football Game," a couple of years back.

Dark for 26 days in a dispute between the management and the stage hands union, which spread, via the sympathetic route, to the projectionists local, the Grand reopened. Lessee-proprietor Paul V. Wallen announced that the disagreement had been settled "by concessions on both sides."

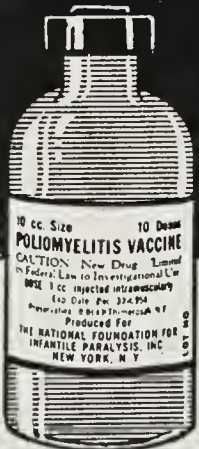
### Troy

The tangled affairs of Larry Cowen, former manager, Proctor's, and veteran Fabian employee, took another turn when his 80-year-old mother filed a grand larceny charge, alleging theft of \$6,000 in jewelry. Mrs. Francis Cowen, widow and resident of the Jewish Home for the Aged, Troy, N. Y., since Cowen's disappearance, stated that she turned her jewelry over to him for deposit in a box at the National Commercial Bank in Albany. He "diverted it to his own use," the mother claimed. Cowen disappeared on Sept. 4. Shortly after it was announced that Cowen had taken an indefinite leave of absence. Richard Murphy was transferred to Proctor's as his successor, from the Plaza, Schenectady, N. Y. Cowen, police say has passed a series of worthless checks in towns of eastern New York, Vermont, Massachusetts, and Connecticut.

### Watertown

Bill Lavery, Schine's Olympic, set a Boy Scout benefit for national Boy Scout week, which starts Feb. 7. The Scouts are great little workers and will get behind any project of theirs 100 per cent. Tie-ins might be made with EPI's official Scout film, "Jamboree."

# Polio Vaccine Facts



- Developed by Dr. Jonas Salk under March of Dimes grant.
- Inoculation of 425,000 children in 44 states financed by March of Dimes.
- Results of vaccine evaluation by University of Michigan expected before 1955 polio epidemic season.
- Effectiveness of Salk vaccine being determined at a cost of \$7,500,000 in March of Dimes funds.

Join the

## MARCH OF DIMES

January 3-31



## March of Dimes Drive Kicks Off in Theatres

PHILADELPHIA — This week, Jan. 12-19, has been designated as the theatre collection period for the annual March of Dimes campaign.

Edward Emanuel, chairman, motion picture committee, appeals for an all-out support in the fight against polio, and reminds that the Philadelphia chapter of the National Foundation for Infantile Paralysis, Inc., is sponsored by the Variety Club of Philadelphia, Tent 13.

Assistance in taking up the collections and the provision of containers for collections is being handled by Mrs. Bernice Engel, president, Ladies' Auxiliary, Variety Club, and Charles Goldfine, Variety Club. They may be reached at LO 8-0540.

Tremendous strides have been made in conquering polio, and it is hoped that the money raised this year will enable the Foundation to culminate a successful drive against the dreaded disease.

## NEWS OF THE

# Territory

### Philadelphia Crosstown

George Murphy, known as MGM's "ambassador of good will"; dancers Marge and Gower Champion; and director-producers William Perlberg and George Seaton are the latest to join the Hollywood contingent signifying their intention of being present at the dedication ceremonies of the Nickelodeon in Franklin Institute on Jan. 18. They will also attend the dinner the Motion Picture Associates of Philadelphia are holding in the Bellevue-Stratford Hotel that evening in honor of four original area "nickelodeon" operators, William Hunt, William Boyd, Ben Amsterdam, and Abe Sablosky.

Bill Kanefsky, manager, Studio, has an assistant manager's post open for anyone interested. Apply to him direct. . . . Charles Hirsh, formerly with Hirsh Amusement Company, is still available for a managerial post, or will lease a theatre in the area. He can be reached at Livingston 8-8275.

New owner Nelson Wax reopened the Globe in south Philadelphia after complete renovations.

Bob Hanover is relinquishing the Byrd due to ill health.

Melvin J. Fox announced he plans building two drive-ins in southern New Jersey, one on Route 130 at Bridgeboro, and the other on Route 38 at Moorestown.

### Vine Street

Jack H. Harris, vice-president, Exploitation Productions, Inc., left for Los Angeles to confer with distributors in the area on EPI product and set plans for new productions to be added to the



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Upon the occasion of her recent visit to Philadelphia in connection with advance promotion of U-I's "So This Is Paris," Midtown, Mara Corday visited the local exchange, where she helped spark the "Charles J. Feldman Annual Sales Drive." She is seen here with, left to right, Joseph Azzarano, office manager; Ed Heiber, branch manager; Eddie Potash, city salesman; George Evans, booker; Sieg Horowitz, sales manager; and Ed Larsen, booker.

EPI release schedule. En route he will confer with EPI franchise holders in Chicago, Minneapolis, Kansas City, Denver, and Seattle.

Edgar F. Gross, son of Sam Gross, 20th-Fox branch manager before his untimely death, was married to Marcelina Perry, daughter of Mr. and Mrs. David S. Perry, Beverly Hills, Cal., on Dec. 26. . . . Jack Jaslow's daughter, Beverly, was wed to Dr. Bertram Channuck at Ashburn Country Club.

Leon Cohen, Vine Street Screening Room, is back from Florida sporting one of the tannest of tans.

Morry H. Schwarz, veteran industryite, has joined Exploitation Productions, Inc., as local branch manager. Long and varied experience in distribution and exhibition have adequately equipped Schwarz for supervising the sales and promotion of special pictures.

UA exploiteer Max Miller rushed back from Washington to attend funeral services for his uncle, Harry Miller, 67, a retired grocer.

Warners are handling the physical distribution of "This Is Your Army" in this area. . . . Harry E. Weiner, Columbia division manager, is in Hahnemann Hospital, having undergone minor surgery. . . . John Daly, Warners booker, is in Germantown Hospital, after undergoing a serious operation on his stomach.

## District of Columbia Washington

The Shah of Iran was a patron of Loew's Palace during his visit.

Mike Weiss, Paramount exploiteer, Philadelphia, was a visitor to the exchange. Weiss is also here in connection with a special screening being held at the Capitol.

STANLEY WARNER — Fred McMillian, managing director, and Harriot Stem, publicity, returned from Philadelphia where they spent three days sitting in on regional meetings. . . . Alice Turner, captain of usherettes, Metropolitan, returned from New York after a three day trip. . . . The local SW offices are being redecorated. . . . Wade Skinner, assistant

director of advertising, resigned to take over as local representative for Mrs. Paul's Frozen Foods. . . . Sidney Hoffman, manager, Metropolitan, marked his 17th wedding anniversary with a trip to New York. . . . A surprise 50th birthday party was held for Charles Grimes, district manager. . . . Frank LaFalce, director of advertising and publicity, spent the holidays in New Jersey visiting his family. . . . "This Is Cinerama" played host to more than 100 residents of the Blue Plains Home For The Aged.

Vincent Iorio, manager, Trans-Lux, had an Austin Healey sports car in his lobby during the run of "Phfff."

20TH FOX—Sara Zahn, operator, is grieving the death of her mother. . . . Peggy Claggett, biller, resigned. . . . Buella Judkins took leave of absence to await a visit from the "stork". . . . Charles Krips' mother is gravely ill in a Philadelphia hospital. . . . Jack Kohler, booker, and family went to Mendham, N. J., over the holidays. Highlight of Kohler's trip was his first experience attending a fox hunt. . . . Frank Blake, projectionist, celebrated his 43rd wedding anniversary. . . . Sara Young, booker, visited her home in Brookline, Mass., over the holidays. . . . Ileen Olivier's son George is engaged to be married to Ann Gallner. . . . Bob Kuttler, shipper, is grieving the death of his mother. Kuttler is in Iowa for a brief visit.



Buena Vista's Walt Disney feature, "20,000 Leagues Under The Sea," attracted the above opening day crowds to the SW Mastbaum, Philadelphia. Larry Graver, manager, staged a big campaign, centered around large newspaper ads.

## Sunday Movie Vote Stymies High Court

PHILADELPHIA — The State Supreme Court last week asked for additional briefs regarding precedents in an appeal for a bill in equity to throw out the Sunday movies referendum in Hanover Township on Nov. 3, 1953.

The high court directed opposing attorneys during arguments on the appeal to file the additional briefs showing whether an equity suit ever was successfully used to void an election in the State. Justice Charles Alvin Jones said the high court now was being asked in effect to establish a "completely new procedure which would disrupt elections in the future entirely," and which would permit elections to "drag on for months in equity courts."

Attorney for the appellants charged that the York County court erred in dismissing their bill in equity and terming alleged irregularities at all five wards in the township "trivial." The attorneys said the recount conducted by the York County Common Pleas Court, sitting as a recount board, showed "tremendous mistakes" were made in the election which presented an "opportunity for fraud."

Counsel for the election board and and the Hanover Ministerial Association contended it was not proved that the outcome of the election would have been changed were it not for the irregularities. They also said the recount board was forced to certify the original count because the condition of the ballot boxes prevented the establishment of a perfect recount.

The Sunday movie proposal lost in the original count by 18 votes and in the recount by 21 votes. The appellants told the Court that irregularities by the election board included marks on ballots not made by voters, the dividing of the election board into teams to count votes on various issues, the inclusion of 24 ballots picked off the floor of the first ward polling place, the absence of a lock on the third ward ballot box, and the finding of more than 500 fifth ward ballots wrapped in paper outside the ballot box.

MGM: William Zoellner, short subject salesman, is a visitor from the home office. . . . Lucille Ryan, booking department, had a birthday. . . . Cal Bien, salesman, New Orleans, visited the exchange over the holidays.

U-I: James Mitchell, shipper, was promoted to student booker. . . . Eloise Lewis is a new employee in the contract department. . . . Sylvia Weisbach is new secretary to Ray Forman, office manager. . . . Jerry De Mand, booker, moved over to cashier's department. . . . Myrtle Fries returned after being ill.

COLUMBIA — Florence and Walter Donahue, cashier and booker respectively, flew to California to attend the wedding of their son, Joseph. . . . Sam Galantry, division manager, returned from Miami, Fla., looking very fit, after a vacation. . . . The new typist is Bonita Meek.

—T. C.



## Delaware Wilmington

City Council approved the ordinance cutting in half the Wilmington license fee of \$600 paid by motion picture theatres when the measure was presented for its final reading by Pierce V. Marvel, Republican, although Paul G. Donohue, Democrat, voted no. The new license will cost \$300 for houses with up to 750 seats, while for cinemas with more than 750 seats there will be a 10-cent charge for each additional chair per year. Theatres paid a \$300 annual city license fee before January, 1947, when the fees for all businesses in the city were doubled. The new fee bill will now be submitted to Mayor August F. Walz, whose approval is necessary before it becomes effective. . . . The photo products plant and laboratory of the Du Pont Company in Parlin, N. J., paid out \$1,712,831 in purchases of materials and services and \$8,389,128 in payroll during 1953, according to an announcement by the firm.

The Crest, Woodcrest, Del., not to be outdone by the legitimate theatre, opened with "The Caine Mutiny" film simultaneously with the stage production, "The Caine Mutiny Court Martial," at the Playhouse, and the coincidental booking got both theatres mentioned in "Of This 'n' That," The Wilmington Morning News column by Betty Burroughs. . . . Morning News sports editor Marty Levin devoted a full column to the 25-years-ago sportswriting efforts of Henry L. Sholly, MOTION PICTURE EXHIBITOR correspondent. . . . Midnight shows for New Year's Eve were held at the Rialto, H. S. Eskin's Queen, SW Warner, SW Towne, SW Grand, and Loew's Aldine.

Pietro A. dalGesso, assistant manager, Rialto, resigned. . . . Paul Robert Baskin joined the Rialto replacing Bill Bederman, resigned. . . . Birthday anniversaries were celebrated by three Rialto projection staffers in one week: Oliver P. Jones, Aaron Knopf, and Joseph Piekarski. —H. L. S.

## Maryland Baltimore

Funeral services were held for one of Baltimore's best-known theatre managers. He was H. Ted Routson, 58, who died from double pneumonia and other ailments at Sinai Hospital. Burial was at his childhood home of Waynesboro, Pa. Routson, a one-time vaudeville dancer, came to Baltimore from Philadelphia 25 years ago. Most of his career he was associated with the I. M. Rappaport Theatres, particularly the Hippodrome. In later years he had been managing director, Playhouse, and held that capacity at the time of his death.

Walter Gettinger, part owner, Howard, and Mrs. Gettinger expect their second "blessed event" in June. . . . Joseph Grant, owner, Northwood, is vacationing in Florida. . . . The Baltimore's Variety Club's new board of governors took office, including new Chief Barker Jack Whittle. . . . Frank J. Durkee, head, Durkee

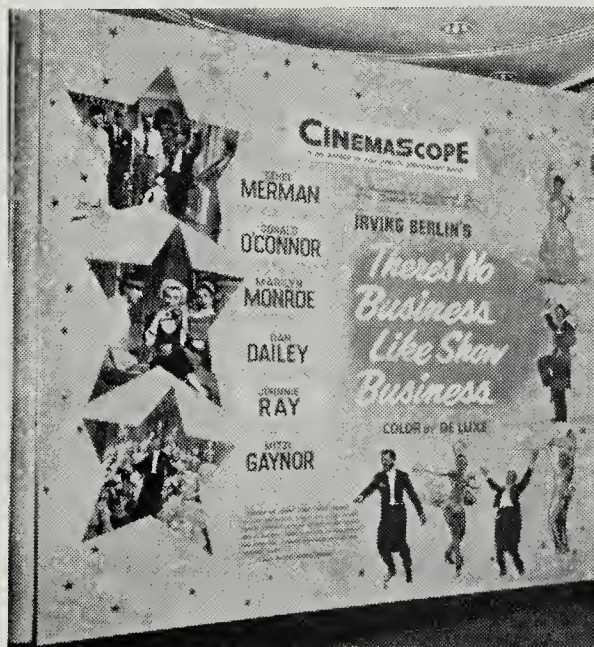


Small fry and their escorts swelled the attendance at the SW Stanton, Philadelphia, recently to see RKO's puppet feature, "Hansel and Gretel." Record crowds were attracted to the theatre managed by Al Plough.

Enterprises, is expected to leave next week for Florida, to remain the rest of the winter. . . . Frank Scully, formerly of MGM, was visiting in town from Boston. . . . Max Weinberg, independent producer, and previously with MGM, was in Baltimore over the weekend, visiting with Rodney Collier, Stanley's manager. Weinberg has just returned from Switzerland.

William G. Myers, owner, DeLuxe, has returned from a visit to Pocomoke City, Md. . . . Wilbur Brizendine, vice-president, Schwaber Theatres, and Mrs. Brizendine spent the recent holidays in Florida. . . . Bob Rappaport, Town and Hippodrome, attended the opening night of "South Pacific."

J. Lawrence Schanberger, who was associated with Keiths for over 27 years, will be honored with a testimonial dinner at the Baltimore Variety Club on the evening of Jan. 18. Mayor's Governor Theodore McKeldin, and Baltimore's Mayor Thomas D'Alesandro, Jr, have promised to attend. Prior to taking over Keiths, Schanberger was manager, Maryland, which housed the former two-a-day Keith Circuit vaudeville. He is currently associated with St. James Hotel here. Pete Prince, MGM, is general chairman of the affair.



This arresting lobby display for 20th-Fox's "There's No Business Like Show Business" was set at the Fox, Philadelphia, where the film is currently racking up smash grosses.

Milton Schwaber, head, Schwaber Theatres, was in New York on business. —G. B.

## Leonardtowntown

Mrs. Sadie Van Hoose, concessionist, Park, Lexington Park, Md., who comes from England and is married to a naval officer, spent the holiday season in Norfolk, Va. . . . William Land and his wife, Park and Plaza, Lexington Park, Md., spent the holidays with relatives in Portsmouth, Va. . . . The six Sidney Lust Theatres in Prince George and Montgomery Counties held Christmas parties and admitted kids free if they brought gifts of toys or canned food which was distributed to needy families in the vicinity.

## New Jersey Camden

Local police seized a pair of alleged safe-crackers with a wad of money said to have been stolen from the Crescent, West Collingswood, N. J. Detectives

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**MARCH OF DIMES**  
*January 3-31*



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<b>MATINEE • Ticket Numbers</b>									
	Total	Paid Tax		Other Tax		Admission			
Clear	Sold	Rate	Total	Extra	Total	Book	Total		
Ops									
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<b>GROSS TOTALS</b>									
<b>CASH REFUNDS (Explain on reverse side)</b>									
Ticket No. _____									
Weather _____									
<b>MATINEE NET TOTALS</b>									
<b>EVENING • Ticket Numbers</b>									
	Total	Paid Tax		Other Tax		Admission			
Clear	Sold	Rate	Total	Extra	Total	Book	Total		
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<b>CASH REFUNDS (Explain on reverse side)</b>									
Ticket No. _____									
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<b>EVENING NET TOTALS</b>									
<b>GRAND TOTAL for this day</b>									
Proceeding—day(s) of same program _____									
<b>GRAND TOTAL for this program</b>									
Theatre _____									
Feature _____									
Day of week _____									
Date _____									

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
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were also quizzing them about the recent robbery of \$800 of the Westmont, Westmont, N. J.

The Medina Drive-In is now known as the Starlite Drive-In.

Theatre men have received notice that they must fill out forms for the Federal Census Bureau on 1954 operations in manufacturing and mineral industries. Why theatre men, who don't manufacture anything and have no mineral sidelines, popcorn and candy not being minerals, should fill out these forms is not explained. Even hotels and tourist courts must fill out these reports.

Larry R. Levy, for many years manager, Loew's Colonial, now public relations counsel and sales executive for a large Reading brewery, is again public relations chairman for the March of Dimes campaign, 1955, a job he has efficiently handled for a number of years. While at Loew's, Larry invented the milk bottle turntable for a stand in front



This attractive front of the Park, Reading, Pa., Lester Stallman, manager, drew plenty of attention to Buena Vista's Walt Disney feature, "20,000 Leagues Under The Sea."

Beginning with Duke Ellington for this month, the Rajah has decided to try again a plan used some years ago, getting a big name band here once a month. Each program will carry also a motion picture and several vaudeville acts, admission prices to be "popular family" rates.

Juliana Jones, teen age daughter of Tom Jones, Paramount, was the subject of a prominent newspaper article in the local press, together with a picture of the lass, wherein Miss Jones, a race horse enthusiast, is the possessor of a photograph of Native Dancer, personally autographed by its owner, Alfred G. Vanderbilt, and a personal note from Vanderbilt to Miss Jones.

The premiere of the Department of Defense's new Technicolor film, "This Is Your Army," was held at the Capitol in conjunction with premieres in other east coast cities. Tom Walker, Comerford Theatres executive, represented the circuit in developing regional distribution. Lieutenant Colonel Francis E. Naughton, unit advisor of the 109th Infantry Regiment, and project officer for the film's distribution, disclosed that arrangements have been made for a Hollywood type premiere. William Kays is manager, Capitol.

The Ritz has been leased by Robert Rothrock. Eddie Jones, Coaldale, Pa., is doing the buying and booking.

Albert Bernstein has been appointed district manager, Neighborhood Theatres. He has under his supervision the Century, Palace, Bluebird, and Rex, here; the Regent, Colonial Heights; the Beacon, Hopewell; and the Bellwood Drive-In, Petersburg Pike, all in Virginia. Bernstein has been at the Bellwood Drive-In the past several seasons.

Details of the Tent's annual dinner held on Jan. 10 will be found in next week's issue of MOTION PICTURE EXHIBITOR. Held at the Bellevue-Stratford Hotel in honor of retiring Chief Barker Norman Silverman and incoming Chief Barker Louis J. Goffman, the affair was to have been addressed by Morris Wolf, prominent local attorney, speaking on his world wide experiences as special representative of the Foreign Operations Administration. International Variety Club Chief Barker George Hoover, Miami, Fla., and William McCraw, former executive director, VCI, were also expected to be on hand. The Heart Fund awards will, as usual, take place at this affair.

"Twist Of Fate" was screened through the courtesy of United Artists. . . . "The Americano" will be screened on Jan. 16 through the courtesy of RKO.



# ALLIED ARTISTS

**Target Earth** SCIENCE-FICTION-DRAMA  
(5503) 75M.

ESTIMATE: Okeh programmer for the duallers.

CAST: Richard Denning, Virginia Grey, Kathleen Crowley, Richard Reeves, Robert Roark, Mort Marshall, Arthur Space, Steve Pendleton, Whit Bissell, House Peters, Jr. Produced by Herman Cohen; directed by Sherman A. Rose.

STORY: Kathleen Crowley awakens after a deep sleep induced by a large dose of sleeping pills to find the entire city deserted with only a body or two around. Frantically, she seeks anyone, finally meeting Richard Deeming, who was also incapacitated when the city was evacuated. They come upon another couple, Virginia Grey and Richard Reeves, still celebrating in a cafe from the night before and the four take refuge in a hotel from mysterious robots patrolling the streets. A psychopathic killer, Robert Roark, joins them and dominates them at gun point. Army officers and scientists are seeking a means to destroy the robots without leveling the city with atomic weapons. Roark plans to escape with Crowley and tries to force the others to decoy the robots away but is forced to shoot Grey and wound Reeves, who kills him. They flee to the roof, followed by a robot which kills Reeves, with Denning and Crowley saved in time by an electronic counter-weapon which renders the mechanical men inactive.

X-RAY: A different story which is fairly interesting and which starts out highly promising but then goes formula, plus capable characterizations by the cast and average direction and production, put this in the average programmer class. There is also some suspense to be found in the telling. The screen play is by William Raynor. Legion of Decency: "B."

AD LINES: "Terror Strikes A City As Mechanical Monsters Take Over"; "Mighty Robots In An Attack On Earth"; "Panic And Shock Follow The Path Taken By Robot Attackers."

## LIPPERT

**Deadly Game** (5402) MELODRAMA  
63M.  
(Made in Spain)

ESTIMATE: For the lower half.

CAST: Lloyd Bridges, Simone Silva, Finlay Currie, Maureen Swanson, Ferdy Mayne, Peter Dineley, Roger Delgado, George Woodbridge. Produced by Robert Dunbar; directed by Daniel Birt.

STORY: Vacationing at a resort hotel in Spain, Lloyd Bridges meets a wartime friend, Peter Dineley, and guests Simone Silva, her boy friend, Ferdy Mayne, Finlay Currie, and his niece, Maureen Swanson. Dineley receives orders to return to London and is driven there by Bridges who agrees to look after his car. Returning, he is attacked and beaten. Taking an envelope to London for Dineley, he finds him murdered. Mayne is revealed as part of the plot and tries to kill Bridges but is himself killed. Bridges escapes and ties in Currie and Swanson with the deal. Currie tries to kill Bridges when he discovers that he is part of a smuggling racket, but is himself apprehended by the police at a Spanish fiesta while Swanson is innocent of any complicity. She and Bridges think about a future together.

X-RAY: A fair but sometimes confusing yarn, adequate performances, and

## MOTION PICTURE

# EXHIBITOR

SERVICESECTION

*The original Pink Section evaluations of features and shorts*

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SECTION TWO  
VOL. 53 • No. 11

JANUARY 12, 1955

average direction and production, plus Bridges, who may mean something to audiences here, and native Spanish dances, costumes, and settings are to be found here. It will fill in in the lower half. The screen play is by Robert Dunbar and Daniel Birt, based on the novel, "Third Party Risk," by Nicholas Bentley.

AD LINES: "Look . . . But Don't Touch"; "He Had A Way With Gals . . . It Was Murder"; "Manhunt And Murder Amid A Gay Fiesta."

## PARAMOUNT

**The Bridges At Toko-Ri** (5405) DRAMA  
103M.  
(Color by Technicolor)

ESTIMATE: Well-made, interesting entry.

CAST: William Holden, Grace Kelly, Frederic March, Mickey Rooney, Robert Strauss, Charles McGraw, Keiko Awaji, Earl Holliman, Richard Shannon, Willis B. Bouchee, Nadene Ashdown, Cheryl Lynn Callaway. Produced by William Perlberg and George Seaton; directed by Mark Robson.

STORY: Lieutenant William Holden, navy pilot, returns from a mission but is forced to abandon his plane before he can reach the aircraft carrier. He is rescued by helicopter pilot Mickey Rooney and his assistant, Earl Holliman. Admiral Frederic March is concerned over the safety of Holden, who reminds him of his two sons whom he lost during the war. When the ship reaches Japan, Holden finds his wife, Grace Kelly, and two youngsters waiting for him. Their first evening together is interrupted by a call to rescue Rooney who has been jailed for brawling. March meets Kelly and explains what the future may hold and how she can best carry on should something happen to Holden. The holiday over, duty takes him and Commander Charles McGraw on a reconnaissance mission over the important bridges of Toko-Ri which they come through safely. The next day the bridges are bombed, but at the secondary target, Holden's ship is hit. Rooney lands in a

helicopter and Communist fire kills Holliman and destroys the ship. By this time it's too dark to attempt further rescue, and Rooney and Holden hold as long as possible but are eventually killed. March receives the intelligence reports which tell the story.

X-RAY: There are a number of scenes to be found here that are touching, others that are filled with action and suspense, and still others that are highly dramatic, all of which when coupled with highly capable performances and penetrating direction by Mark Robson results in a superior film worthy of better boxoffice returns. Perhaps there will be some who will claim that the unhappy ending is too realistic or that some of the theorizing is distracting or that the story is slim, while still others will state that movies have grown up and become more adult because of the realism injected at the end, and that the feature has gained in stature because it has followed the best selling book by James A. Michener faithfully. Whatever the stand, the end result is better entertainment. The screen play is by Valentine Davies.

TIP ON BIDDING: Higher rates.

AD LINES: "Tomorrow The Deadliest Mission . . . Tonight The Greatest Love"; "A Thrilling Best-Seller Brought To The Screen Faithfully Makes For Wonderful Entertainment"; "A Top Cast In A Top Book . . . It's Unforgettable Entertainment."

## IN THIS ISSUE

THE SECOND QUARTERLY  
SUPPLEMENT

TO THE

CHECK-LIST

OF

FEATURE MOTION PICTURES

IN

T-V CHANNELS

119 ADDITIONS

SAVE IT IN YOUR FILE OF REVIEWS!

## CORRECTION

In the Dec. 29, 1954, issue of THE SERVICESECTION both "Black Tuesday" and "Romeo And Juliet" appeared under the Allied Artists banner. They are, of course, United Artists releases.



# RKO

## The Americano (509) OUTDOOR MELODRAMA 85M.

(Filmed in Brazil)  
(Color by Technicolor)

ESTIMATE: Satisfactory outdoor action meller.

CAST: Glenn Ford, Frank Lovejoy, Cesar Romero, Ursula Theiss, Abbe Lane, Rodolfo Hoyos, Jr., Salvador Banguet, Tom Powers, Dan White, Frank Marlowe. Executive producer Sam Weisenthal; producer, Robert Stillman; director, William Castle.

STORY: Texas cowboy Glenn Ford arrives in Brazil with three prize Brahma bulls for delivery to a rancher for \$25,000, which he and his brother are to use to buy a ranch of their own in Texas. He learns from Cesar Romero that the rancher has been killed and hires Romero to guide him to the ranch. Their journey is interrupted by Ursula Theiss and several cowboys feuding with the dead rancher's partner and head foreman Frank Lovejoy. They help him deliver the bulls while Romero disappears. Lovejoy asks Ford to remain and help build up the ranch and its cattle, but he heads for home, is waylaid and robbed. He returns to the ranch until he can receive his money, the theft of which is blamed on Romero, a famous bandit. Lovejoy's foreman, Rodolfo Hoyos, kills Theiss' foreman. Ford is captured by Romero's men and learns Lovejoy ordered him robbed from Abbe Lane, girl friend of Romero. Ford falls in love with Theiss. When Lovejoy's men raid another small landowner, Ford takes sides against him after getting his money back. With Romero's help, he captures Hoyos and persuades him to confess all to the police. They go after Lovejoy who takes refuge in the jungle where he and Ford shoot it out with the American emerging victorious.

X-RAY: Containing lots of action and intrigue plus unusual backgrounds and costumes, settings, etc., to be found in Brazil, colorful scenery properly recorded in color by Technicolor, an unusual plot twist, and efficient performances by the cast, this entry shapes up as good melodramatic fare. There is a sexy dance scene by Abbe Lane as well as a song, "The Americano." Direction and production are in the better category. The screen play is by Guy Trosper based on an original story by Leslie T. White.

TIP ON BIDDING: Higher program rates.

AD LINES: "He Had A Way With Cattle and Women . . . This Grim Americano"; "When A Texas Cowboy Swings Into Action In Brazil . . . Watch Out"; "An Exciting Tale Of Adventure Filmed In Brazil In Technicolor."

## Quest For The Lost City (60M.) DOCUMENTARY 60M.

(Made in Guatemala)  
(Color)

ESTIMATE: Interesting documentary.

CREDITS: Introduction by Tom Harmon; produced by Dorothy Howell; narrated by Hal Gibney; featured and starred are Dana and Ginger Lamb; presented by Sol Lesser.

STORY: Here is told the story of two adventurous individuals, Dana Lamb and his wife, Ginger, who seek a lost city buried deep in the jungles that lie on the Mexican-Guatemalan border. With a minimum of cash, they decide to walk down the coast of Mexico, but an opportunity to buy an old model T Ford for very little cash switches their mode of transporta-

tion. They put together a plane with bits and pieces and use that to explore the country from the air. Spotting their objective, they go in by foot, and living under primitive conditions and meeting with savages from the prehistoric past, they finally arrive at the ruins of what once was a proud city in the Mayan civilization.

X-RAY: Based on the book of the same name by the two adventurers, this entry is exciting and highly interesting and should entertain audiences with its ingenuity, little photographed objects, scenery, and animals. The two "stars" are resourceful and their existence amid jungle settings is a thrilling experience. It should make a fairly good addition to the program. The narration is written by Dorothy Howell.

TIP ON BIDDING: Low bracket.

AD LINES: "A Man And A Woman Battle Against The Jungle In High Adventure"; "Thrill To Discoveries Never Seen Before"; "A Lost City Of The Incas Draws An Adventurous Couple Onward . . . Ever Onward."

# 20TH-FOX

## The Other Woman (430) DRAMA 81M.

ESTIMATE: Okeh programmer for the duallers.

CAST: Hugo Haas, Cleo Moore, Lance Fuller, Lucille Barkley, Jack Macy, John Qualen, Jan Arvan, Carolee Kelly, Steve Mitchell, Mark Lowell, Melinda Markey. Written, produced, and directed by Hugo Haas.

STORY: On the set of a Hollywood production, director Hugo Haas, needing a girl to say a few lines in a hurry, agrees to let model Cleo Moore, on the set, take a crack at it. He isn't satisfied and lets her go whereupon she vows to get even. She lures him to her apartment following a party and feeds him a drugged drink, making sure that her boy friend, Lance Fuller, is on hand to see him awaken. She tries to blackmail him, claiming he got her pregnant, and she threatens to tell his wife and father-in-law, head of the studio. He establishes an alibi with his secretary, sneaks out another exit, and, in a fit of rage, strangles her. The crime is at first blamed on peddler John Qualen but conscience causes Haas to confess.

X-RAY: There's enough intrigue, sex, and drama to put this in the fair program category with adult audiences getting the most out of this. Performances are average, direction and production are okeh with the story fairly interesting throughout. National Legion of Decency: "B."

TIP ON BIDDING: Program price.

AD LINES: "A Bold, Daring Drama About 'The Other Woman'"; "She Had A Way With Men . . . Any Men"; "He Knew She Meant Trouble Yet He Couldn't Resist Her."

## Prince Of Players (102M.) BIOGRAPHICAL DRAMA 102M.

(CinemaScope)  
(Color by Deluxe)

ESTIMATE: Quality drama calls for special selling.

CAST: Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars, Eva Le Gallienne, Christopher Cook, Dayton Lummis, Ian Keith, Paul Stader, Louis Alexander, William Walker, Jack Raine, Charles Cane, Betty Flint, Mae Marsh. Produced and directed by Philip Dunne.

STORY: In 1848, Raymond Massey as Junius Brutus Booth is billed as "America's Greatest Actor," but mental disturb-

ances and the urge to drink interfere. His career is kept alive through the efforts of his 11-year-old son, who learns his Shakespeare beneath the stages of various theatres. They return home where another son and daughter keep house. Nine years later, Massey can act no longer and retires despite urgings of tour manager Charles Bickford that he continue. Son Richard Burton takes over, completes the tour amid much acclaim. He also assumes that he has a touch of his father's madness until he meets actress Maggie McNamara. They get married and he is inspired to better acting and a more settled existence. His brother, John Derek, jealous of Burton's success, joins the southern rabble rousers yelling for war. Burton is a success in England, but pregnant McNamara has tuberculosis. Their daughter is born in London as the Civil War breaks out. Derek serves as a spy for the south. They return and McNamara is ordered to a cold, dry climate. Burton returns to drinking. McNamara tries to go to him but collapses and dies. He remains to visit her grave daily, straightens out, and returns to acting. The war is over and as President Lincoln watches a play in Ford's Theatre, Derek shoots him. He leaps to the stage, breaks his ankle, but manages to escape. Trapped in a barn, a gun shot wound is fatal as the barn is burned. Burton is urged not to appear at a scheduled performance since the crowd is in an ugly mood, but he appears on stage and sits out their wrath which turns to admiration and then cheers.

X-RAY: It's a little difficult to visualize average audiences appreciating this properly unless their love for Shakespeare and the drama of the stage is strong. On the other hand, there is much to offer them in the way of absorbing drama, fine characterizations, and superior direction and production. The end result is an intense film containing numerous entertainment qualities that must be sold to the public so that it can be seen and appreciated. The angles are there. The idea is to use them properly. The screen play is by Moss Hart, based on the book by Eleanor Ruggles.

TIP ON BIDDING: Higher rates in many situations.

AD LINES: "Absorbing Drama In A Tale Of America And Its Stage"; "The Love Of A Wonderful Woman And An Outstanding Talent Made Him . . . 'The Prince Of Players'."

## Twelve O'Clock High (131½M.) MELODRAMA 131½M.

ESTIMATE: The Peck name should help war reissue.

CAST: Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger, Robert Arthur, Paul Stewart, John Kellogg, Bob Patten, Joyce MacKenzie, Lee MacGregor, Sam Edwards, Roger Anderson, John Zilly, William Short, Richard Anderson, Lawrence Dobkin, Kenneth Toby, John McKee, Campbell Copelin, Don Guadagno, Peter Critz, Steve Clark, Pat Whyte, Don Hicks. Produced by Darryl F. Zanuck; -directed by Henry King.

STORY: In post-war London, a middle-aged American businessman buys a battered jug, recalls the memories that it brings back when, during World War II, he was attached to a bomber squad as an administrative officer. His group is commanded by Colonel Gary Merrill, and the losses in planes and men have been heavy. The commanding general relieves him of the command and puts General Gregory Peck in charge. Peck proceeds to make himself hated by all concerned. All the pilots put in for transfers. Dean Jagger, the only one that understands, tries to delay the transfers so that Peck



can have some time to work with the men. Although Peck rides his men hard, losses are reduced and efficiency is at a peak. Eventually, the men withdraw their requests for transfers, and morale picks up. He flies many missions with his men, and eventually reaches the same point that Merrill reached worrying about his command. He cracks up. When the men return, he realizes that his job is done.

**X-RAY:** When first reviewed in *THE SERVICESECTION* of January, 1950, it was said: "A well-made yarn about the Air Force, this is calculated to do top business. In the main, the drama is concentrated in or about the airfield, with one mission shown in detail as to action. Interest is on high, performances are in the quality class, direction and production are tops, and all-around it should be scheduled for welcome reaction from all types of audiences. The film is based on the novel by Sy Bartlett and Beirne Lay, Jr., who also wrote the screen play."

**TIP ON BIDDING:** Reissue price.

**AD LINES:** "A Thrilling Tale About The Air Force In Action"; "A Popular Novel About The Air Force Transferred To The Screen As Quality Entertainment"; "A Gripping Story Of The Air Force With Favorite Stars."

## UNITED ARTISTS

### Battle Taxi

MELODRAMA  
82M.

(Tors-Arthur)

**ESTIMATE:** Okeh programmer.

**CAST:** Sterling Hayden, Arthur Franz, Marshall Thompson, Leo Needham, Jay Barney, John Goddard, Robert Sherman, Joel Marston, John Dennis, Dale Hutchinson, Andy Andrews, Vance Skarsted, Michael Colgan, Captain Vincent McGovern. Produced by Ivan Tors and Art Arthur; directed by Herbert L. Strock.

**STORY:** Lieutenant Arthur Franz, jet pilot assigned to pilot a helicopter in an air rescue unit commanded by Captain Sterling Hayden, doesn't care for his assignment and is a bit reckless with his helicopter, resulting in frequent admonitions by Hayden. He is assigned to pick up a wounded infantryman which he does, only to see the rest of the patrol threatened by a Red tank. He harasses the tank until jets can swoop in to finish the job. Hayden chews him out but vows to make him a proper rescue pilot. Assigned to a base deep in Red territory, Franz picks up a downed pilot and hears another call come in from a pilot downed in the ocean nearby and wounded. Against orders and despite the low gas supply, he makes the second rescue and is forced to land near an enemy truck to get gas. Another mission to pick up a downed pilot results in the 'copter being shot down by waiting Red and Franz being wounded. Hayden flies in a doctor while jets keep enemy soldiers from coming too close while the doctor performs an emergency operation. The rescue is effected, and Franz recovers to become a good helicopter pilot and member of a worthy team.

**X-RAY:** Produced with the cooperation of the Air Force and the Defense Department, the feature contains official film clips expertly tied in with the balance of the picture which shapes up as a fairly interesting program entry. The story is well-developed and it moves at a satisfying enough pace with performances, direction, and production about average. The screen play is by Malvin Wald based on a story by Wald and Art Arthur.

**AD LINES:** "An Exciting Story About Air Rescue Work With Helicopters In Korea;" "The Choppers Had Work To

Do Under All Kinds Of Conditions"; "When Standed And Wounded GIs Yelled For A Taxi, Air Rescue Was On Hand To Take Them Home."

### Vera Cruz

OUTDOOR  
MELODRAMA  
94M.

(Hecht-Lancaster) (Made in Mexico)  
(Superscope) (2 to 1)  
(Color by Technicolor)

**ESTIMATE:** Action-packed meller has much to offer.

**CAST:** Gary Cooper, Burt Lancaster, Denise Darcel, Cesar Romero, Sarita Montiel, George Macready, Ernest Borgnine, Morris Ankrum, James McCallion, Jack Lambert, Henry Brandon, Charles Buchinsky, Jack Elam, James Seay, Archie Savage, Charles Horvath, Juan Garcia. Presented by Harold Hecht; produced by James Hill; directed by Robert Aldrich.

**STORY:** Gary Cooper, adventurer and ex-Confederate officer seeking to make money fighting in the Mexican revolution, meets gun-fighter Burt Lancaster and buys a horse from him, only to learn it's been stolen from an army officer who pursues. They evade the troops after which Cooper knocks Lancaster out and takes his horse. The two join forces and agree to fight for the Emperor Maximilian since he will pay the most and serve under Cesar Romero in escorting a coach bearing Countess Denise Darcel to a seaport. There is a fortune in gold concealed in the floor of the coach to pay for troops to come to Mexico from Europe. Darcel, Cooper, and Lancaster have ideas about the gold, ostensibly agreeing to share with the others. The group in under attack several times by the forces of rebel leader Morris Ankrum who arranges for Sarita Montiel to secretly keep an eye on the shipment. She and Cooper are attracted to each other. Romero, aware of the intrigue gets the gold and puts Darcel under arrest in Vera Cruz. Cooper and Lancaster join Ankrum's forces in attacking the city for a fee from the gold, with Montiel convincing Cooper he is fighting for the right side. They capture the city and Lancaster tries to make off with the gold, but Cooper stops him. In the resulting gun duel Lancaster is killed and the gold is turned over to Ankrum and the people.

**X-RAY:** This has action and more action, gunplay, fist fights, roughhousing, pitched battles with hundreds and hundreds of extras, plenty of noise, excitement, thrills, touches of romance and sex, and a plot that moves at a rapid pace. High-powered performances by the cast, particularly Cooper and Lancaster, are also to be found in this first release in the Superscope anamorphic process. This is one entry that should provide action fans with plenty of material to keep them happy. Direction and production are good. The entry should give a better account of itself boxoffice-wise. The screen play is by Roland Kibbee and James R. Webb, based on a story by Borden Chase.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "They Trusted Each Other Only As Far As Their Guns Could Shoot"; "A Thrilling Action-Packed Adventure Yarn In The New Revealing Superscope, With Color By Technicolor"; "They Had A Way With Guns And Women And Millions In Gold."

## MISCELLANEOUS

### Jail Bait

MELODRAMA  
70M.

(Howco)

**ESTIMATE:** For the lower half.

**CAST:** Lyle Talbot, Dolores Fuller, Steve

Reeves, Herbert Rawlinson, Theodora Thurman, Clancy Malone, Timothy Farrell, John Robert Martin, Cotton Watts, and Chick. Produced and directed by Edward D. Wood, Jr.

**STORY:** When Clancy Malone is arrested for carrying a gun, his sister, Dolores Fuller, bails him out and begs him to stay out of trouble for the sake of their father, Dr. Herbert Rawlinson, plastic surgeon. Despite a warning by inspector Lyle Talbot and detective Steve Reeves, he gets another gun and meets Timothy Farrell, hoodlum with whom he was involved in a hold-up. They hold up a watchman at a theatre, and are forced to kill him and wound a secretary. Malone is terrified and confesses to Rawlinson, who advises a confession to the police. Before he can reach them, Farrell kills him and hides the body in the apartment of his girl friend, Theodora Thurman. He next forces Rawlinson to operate on him and change his identity on threat of killing Malone. Rawlinson discovers the body of his son but says nothing, going through with the operation. Several weeks later, Rawlinson removes the bandages as the police close a trap, and they find the face of Malone unveiled. Farrell gets his just deserts.

**X-RAY:** A fair story, amateurish performances, fair direction and production, and an exploitable title are about all that are to be found in this item which can be used as filler for the lower half. The original screen play is by Alex Gordon and Wood.

**AD LINES:** "Stay Away From Them . . . They're 'Jail Bait'"; "Thrills Of The Underworld"; "He Was A Man Of Many Faces."

## The Short Parade

### TWO REEL

### Color Historical

**THE BILL OF RIGHTS.** Warners—Technicolor Specials. 22m. When first reviewed in *THE SERVICESECTION* of August, 1939, it was said: "This sincere historical subject tells how the pleas for the Bill of Rights began; how eventually all the colonies desired to have it be included with the Constitution. While this is well made throughout, it hasn't the sock of some of the others of the series. GOOD." (2005).

### Sports

**FOOTBALL HIGHLIGHTS.** RKO—Sports Specials. 15½ m. This annual review of the season's outstanding gridiron contests packs plenty of thrills for those who like football. It is a well edited subject with the games covered being Georgia Tech-Tulane; Oklahoma-Texas Christian; Purdue-Notre Dame; Army-Duke; West Virginia-Penn State; Ohio State-Wisconsin; Arkansas-Mississippi; SMU-Arkansas; Ohio State-Michigan; Harvard-Yale; Notre Dame-Southern California; and Army-Navy. GOOD. (53901).

### VistaVision Color Travel

**VISTAVISION VISITS NORWAY—**Paramount—VistaVision Special. 17m. The VistaVision Technicolor cameras travel by land, sea, and air to cover Norway and show its peoples in the country at their daily tasks and amid picturesque settings as well as the cities with its markets, buildings, parks,



and waterfronts. The natural beauties of of the country are also to be seen in this work produced and narrated by James A. Fitzpatrick. Musical accompaniment is played by the Oslo Philharmonic Orchestra. GOOD. (T14-1).

## ONE REEL

### CinemaScope Color Cartoon

GRAND CANYONSCOPE. Buena Vista—Walt Disney—CinemaScope Cartoons. 7m. Technicolor. Donald Duck takes a guided tour of Grand Canyon along with other tourists and he uses a camera with flashgun attached indiscriminately getting all kinds of animals riled up until he is chased all over with the canyon suffering and landmarks obliterated. Donald is forced to try and restore the canyon to its former majesty with pick and shovel. EXCELLENT.

### Color Cartoons

BABY BUGGY BUNNY. Warners—Bugs Bunny Specials. 7m. When Bugs Bunny finds a little boy on his doorstep, he starts acting like a father but what he doesn't know is that "baby" is really an escaped bank robber and midget who's wanted by the police. Things move rapidly as the climax occurs. GOOD. (2724).

THE CAT CONCERTO. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVICESECTION of April, 1947, it was said: "Tom is a concert pianist in this Academy Award winning cartoon, rendering Liszt's Second Hungarian Rhapsody. His playing disturbs Jerry; the mouse, who is asleep inside the baby grand. The ensuing battle has Jerry slamming the covering for the keys down on Tom's hands, etc., while Tom tries to trap Jerry between the strings, and to sock him with the piano hammers. The finish has Tom exhausted from trying to not miss a note while continuing the battle with Jerry, who gets the upper hand when he starts playing the piano from the inside. As Tom falls across the keyboard in a faint, Jerry takes his bows. Both sound and drawings are well above average. EXCELLENT."

PART TIME PAL. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVICESECTION of March, 1947, it was said: "Tom, the cat, is instructed by the cook to make sure that Jerry, the mouse, doesn't get into the refrigerator; but during a chase the cat winds up in the cider barrel, and emerges drunk with the result that he helps the mouse raid the icebox. Once he sobers up the chase is on again, until he accidentally drinks some bay rum after-shave lotion, and once more is a pal to Jerry. The cook wakes up, and chases Tom over the horizon. GOOD."

POLAR PLAYMATES. Columbia—Color Favorites Reissues. 7m. When first reviewed in THE SERVICESECTION of May, 1946, it was said: "This introduces a baby penguin and cub polar bear who steal fish from an eskimo fisher lad as fast as he can catch them. When the chase over the ice flow and snowy wasteland is on, the little boy becomes endangered with a shark, but the penguin and polar bear save him because they not only like the fish he catches for them to steal but they evidently like being chased by him. The characters are cute. FAIR." (7606).

SHEEP AHOY. Warners—Merry Melodies. 7m. A sheep dog guards his flock from a designing wolf who has ideas about the sheep, with the situation a rough one for the wolf. At the end of the shift another sheep dog takes over the watch while another wolf takes over from his by-now exhausted brother. GOOD. (2707).

### Comedy

SO YOU WANT TO KNOW YOUR RELATIVES. Warners—Joe McDoakes Comdies. 10m. Joe McDoakes, president of the Good-Doers Club, respected and loved by all and ready to help any one, is selected as a surprise guest on a television program which honors worthy members of the community by bringing forth the past, relatives, and friends. Joe is confronted by ex-convict relations, a strip teaser who is his first wife, the fact that he stole money when he was younger, the fact that he was a coward during the war, his elderly and destitute mother and father from the county poorhouse, etc. His friends wife and boss walk out on him and he takes off for the North Pole where he starts a chapter of the Good-Doers Club with several eskimos. FAIR. (2402).

### Musical

LECUONA CUBAN BOYS. Columbia—Thrills Of Music Reissues. 10½m. When first reviewed in THE SERVICESECTION of December, 1947, it was said: "The Lecuona Cuban Boys are introduced by disc jockey Fred Robbins, and proceed to play and sing three numbers with a South American beat. Heard are 'Jack, Jack, Jack,' 'Ti Pi Tin,' and 'Dark Eyes.' GOOD." (7953).

A MIRACLE IN MUSIC. Philadelphia Piano Orchestra—American Films. 8m. This artistic short features the Philadelphia Piano Orchestra, 23 girls playing 12 grand pianos, conducted by Carle Kinsley, who arranged the music, which produces a symphonic effect with the use of pianos only. Directed by Vyvan Donner, and produced by Edmund Reek, the music played is "Marriage Of Figaro" Overture; "Halacost For Strings"; "Two Guitars"; and a Russian Gypsy melody.

The piano orchestra has played over the Mutual network for the U.S. Government and was heard by short wave by an estimated 100,000,000 people all over the world. It has also made transcontinental tours for seven years. The reel is owned by Philadelphia Piano Orchestra and distributed by American Films. GOOD.

STAN KENTON AND ORCHESTRA. Warners—Melody Master Bands Reissues. 10m. When first reviewed in THE SERVICESECTION of February, 1947, it was said: "Giving a brief history of this musical aggregation, this features vocalist June Christy and the band with other soloists in 'Kenton Blues,' 'Down In Texas In The Heart Of San Antone,' 'Don't Blame Me,' and other numbers, while Jerry Gale, comedy dancer, also does a number. FAIR." (2804).

### Novelty

A BIT OF THE BEST. Warners—Varieties. 10m. With tongue in cheek, this reel concentrates on the action of silent days when Rin Tin Tin was a big star, and it shows how he guarded a dam with master Jason Robards. His girl, Virginia Browne Faire, visits with him with her dog, a female. A villain tries to wreck the dam and Robard is tied up, Rin Tin Tin is wounded yet he manages to save Faire when she is almost drowned. All ends well with Robards and Faire reunited, the dam saved, and Rin Tin Tin together with his girl friend. GOOD. (2603).

CANDID MICROPHONES. Columbia—Reissues. Series 1, Number 3. 10½m. When first reviewed in THE SERVICESECTION in March, 1950, it was said: "Allen Funt again utilizes his hidden microphone and camera. He poses as a vastly inquisitive gasoline attendant quizzing a truck driver and his wife, an omnipotent haberdashery tailor mismeasuring a customer, and a "modern dance" ballet instructor mal-instructing an eager novice. GOOD." (7553).

### Sports

RODEO ROUND-UP. Warners—Sports Parade. 10m. Usual rodeo events are to be seen here with thrills from wild cow milking, steer riding, wild horse race, rodeo clowns, steer bulldogging, etc. FAIR. (2503).

### Color Travel

MEXICAN POLICE ON PARADE. MGM—Fitzpatrick Traveltalks Reissues. 9m. When first reviewed in THE SERVICESECTION of March, 1943, it was said: "The Mexican Police, of a military nature, perform for the camera, with emphasis on motorcycle stunting, cavalry tricks, and a special marimba band. It is a colorful subject, heightened by our interest in another good neighbor. GOOD."



# The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3881, 3882, 3883 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number apposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Columbia</b>					
<b>Two Reel</b>					
<b>COMEDIES</b>					
<b>ALL-STAR (6)</b>					
7411	(Sept. 30)	The Fire Chaser (Besser).....F		16m. 3873	
7412	(Dec. 9)	Kids Will Be Kids .....		16m.	
7413	(Jan. 20)	His Pest Friend (Quillan & Vernan) .....			
<b>ASSORTED FAVORITE REPRINTS (6)</b>					
7421	(Sept. 16)	His Hatel Sweet (Herbert) F		17m. 3841	
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke) .....	G	17m. 3856	
7423	(Dec. 2)	Cupid Goes Nuts (Vague)F		16m. 3887	
<b>COMEDY FAVORITE RE-RELEASES (6)</b>					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane).....F		17m. 3865	
7432	(Nov. 18)	Rolling Dawn ta Rena (van Zell) .....	G	16½m. 3865	
7433	(Dec. 16)	The Goad Bad Egg (DeRita) .....	F	17m. 3887	
<b>SERIALS (4)</b>					
7120	(Nov. 11)	Riding With Buffalo Bill...F		15ep. 3880	
		Block Arrow (reissue).....		15ep.	
<b>THE THREE STOOGES (8)</b>					
7401	(Sept. 2)	Knutzy Knights .....	G	17½m. 3841	
7402	(Oct. 7)	Shot In The Frontier .....	F	16m. 3873	
7403	(Nov. 4)	Scatched in Scotland .....			
7404	(Jan. 6)	Fling In the Ring .....			
<b>CANDID MICROPHONES</b>					
<b>(Reissues)</b>					
7551	(Sept. 23)	Series 1, No. 1.....E		10m. 3843	
7552	(Dec. 2)	Series 1, No. 2.....E		10½m. 3894	
7553	(Jan. 13)	Series 1, No. 3.....G		10½m. 3900	
<b>COLOR FAVORITES (15)</b>					
<b>(Technicolor)</b>					
<b>(Reissues)</b>					
7601	(Sept. 2)	Imagination .....	E	8m. 3842	
7602	(Oct. 7)	Red Riding Hood Rides Again .....	G	7m. 3857	
7603	(Nov. 4)	A Hunting We Wan't Ga...G		7½m. 3866	
7604	(Nov. 25)	Gifts Fram the Air .....	G	7m. 3888	
7605	(Dec. 9)	Mysto Fax .....	F	7m. 3888	
7606	(Jan. 6)	Polar Playmates .....	F	7m. 3900	
<b>MR. MAGOO (4)</b>					
<b>(Technicolor)</b>					
7701	(Dec. 16)	Destination Magaa .....			
<b>MR. MAGOO SPECIAL</b>					
<b>(Technicolor)</b>					
<b>(CinemaScope)</b>					
7509	(Jan. 6)	When Magoo Flew .....	E	7m. 3857	
<b>(1954-55)</b>					
<b>MUSICAL SPECIAL (1)</b>					
7999	(Sept. 2)	Autumn In Rome .....	G	8m. 3843	
<b>SCREEN SNAPSHOTS (10)</b>					
7851	(Sept. 23)	Hollywood Movies March On .....	G	10m. 3843	
7852	(Oct. 21)	Hollywood Stars On Parade .....	F	9½m. 3874	
7853	(Nov. 18)	Hollywood Cowboy Stars .....			
7854	(Dec. 16)	Hollywood Life .....			
7855	(Jan. 20)	Pennies From Hollywood .....			
<b>THRILLS OF MUSIC (6)</b>					
<b>(Reissues)</b>					
7951	(Sept. 9)	Ted Weems and Orch.....G		10m. 3843	
7952	(Nov. 11)	Gene Krupa and Orch.....F		10m. 3866	
7953	(Dec. 23)	The Lecuona Cuban Bays..G		10½m. 3900	
<b>UPA ASSORTED CARTOONS (4)</b>					
<b>(Technicolor)</b>					
7501	(Sept. 23)	How Now Balng Boing...E		7½m. 3842	
7502	(Jan. 27)	Spare That Child .....			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>WORLD OF SPORTS (10)</b>					
7801	(Sept. 16)	Argentine Athletics .....	G	10m. 3874	
7802	(Oct. 14)	Hunting Thrills .....	F	9m. 3874	
7803	(Nov. 11)	Skiling the Andes .....			
7804	(Dec. 23)	Rasslin' Redskin .....			
7805	(Jan. 13)	Flying Mallets .....			

## MGM

### One Reel

#### CARTOONS (16)

##### (Technicolor)

##### (T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Fallies (T-J).....G	7m. 3831
W-634	(Sept. 18)	Farm af Tomorrow (TA)....G	7m. 3831
W-636	(Oct. 2)	Neapolitan Mause (T-J)....G	7m. 3831
W-638	(Nov. 6)	The Flea Circus (TA).....G	7m. 3842
W-639	(Nov. 13)	Downhearted Duckling .....	7m.
W-640	(Dec. 4)	Dixieland Draopy (TA).....	8m.

#### CINEMASCOPE CARTOONS

##### (Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J).....	7m.
C-633	(Dec. 18)	Tauché Pussycat (T-J).....	7m.
	(Mar. -)	Southbaund Duckling (T-J)	
	(Apr. )	Pup On A Picnic (T-J).....	

#### FITZPATRICK TRAVELTALKS (6)

##### (Technicolor)

##### (Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent E	9m. 3831
T-612	(Oct. 16)	Grand Canyon, Pride af Creation .....	8½m. 3844
T-613	(Nov. 27)	Picturesque Patzcuara .....	9m. 3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes .....	9m. 3866
	(Feb. )	Mexican Palace an Parade..G	9m. 3900
	(Apr. )	Mighty Niagara .....	

#### GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J) .....	8m. 3842
	(Jan. )	Part Time Pal .....	7m. 3900
	(Jan. )	Cat Cancerto (T-J).....G	7m. 3900
	(Feb. )	Dr. Jekyll and Mr. Mause	
	(Mar. )	Sait Water Tabby .....	

#### PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It.....F	9m. 3843
S-652	(Dec. 11)	Rough Riding (Tech.) .....	
	(Jan. )	The Man Around the Hause	
	(Feb. )	Keep Young .....	9m. 3866
	(Mar. )	Sports Trlx .....	
	(Apr. )	Just What I Needed .....	

## Paramount

#### CARTOON CHAMPIONS (6)

##### (Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Haney .....	8m. 3843
S14-2	(Oct. 1)	Butterscach and Sada.....G	7m. 3842
S14-3	(Oct. 1)	Sudden Fried Chicken.....F	7m. 3843
S14-4	(Oct. 1)	The Friendly Ghost .....	7½m. 3842
S14-5	(Oct. 1)	The Bored Cuckao .....	8m. 3842
S14-6	(Oct. 1)	Santa's Surprise .....	9m. 3842

#### CASPER CARTOONS (6)

##### (Technicolor)

B14-1	(Oct. 15)	Boos and Arraws .....	6m. 3857
B14-2	(Dec. 3)	Bao Ribban Winner .....	6m. 3887
B14-3	(Jan. 28)	Hide and Shriek .....	

#### GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs .....	10m. 3857
R14-2	(Oct. 22)	Hot and Cald Glides, Slides and Rides .....	10m. 3857
R14-3	(Nov. 5)	Where Everybody Rides...E	10m. 3894
R14-4	(Dec. 10)	Bayhaad Thrills .....	
R14-5	(Dec. 24)	The Pike's Peak Arena .....	

#### HEADLINER CHAMPIONS THRILLS (6)

##### (Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amilies .....	9m. 3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way .....	9m. 3843
A14-3	(Oct. 1)	Stork Crazy .....	10m. 3843
A14-4	(Oct. 1)	The Lonesome Stranger...G	10m. 3843
A14-5	(Oct. 1)	Calling All Animals .....	10m. 3843
A14-6	(Oct. 1)	Video Hounds .....	10m. 3843

#### HERMAN AND CATNIP CARTOONS (4)

##### (Technicolor)

H14-1	(Nov. 26)	Rall-Rodents .....	
<b>NOVELTOONS (6)</b>			
<b>(Technicolor)</b>			
P14-1	(Oct. 29)	Fido Beta Kappa .....	6m. 3857
P14-2	(Dec. 17)	No lfs, Ands or Butts.....	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>PACEMAKERS (6)</b>					
K14-1	(Oct. 2)	Drilling For Girls In Texas .....	G	9m. 3857	
K14-2	(Dec. 17)	Haw Ta Win At The Races .....			

#### POPEYE CARTOONS (8)

##### (Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye .....	G	7m. 3888	
E14-2	(Dec. 10)	Gopher Spinach .....	G	6m. 3888	
E14-3	(Jan. 14)	Caakin' With Gags .....			

#### TOPPERS (6)

M14-1	(Nov. 19)	The Nerve af Same People .....	G	10m. 3894	
M14-2	(Dec. 31)	Killers At Bay .....			

#### VISTAVISION SPECIAL

T14-1	(Nov. 5)	VistaVision Visits Norway .....	G	17m. 3899	
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## RKO

### Two Reel

#### EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Hast To a Ghost .....	B	17m. 3841	
53502	(Oct. 22)	Naisy Neighbors .....	F	17m. 3841	
53503	(Nov. 5)	The Big Beef .....	F	17m. 3841	
53504	(Nov. 19)	Mind Over Mause .....	F	17m. 3865	
53505	(Dec. 3)	Brather Knows Best .....	F	17m. 3865	
53506	(Dec. 17)	Hame Canning .....	F	16m. 3880	

#### LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave.....F		18m. 3841	
53702	(Oct. 15)	When Wilfie's Away.....F		20m. 3841	
53703	(Oct. 29)	Cutie On Duty .....	G	17m. 3841	
53704	(Nov. 12)	Twin Husbands .....	F	18m. 3865	
53705	(Nov. 26)	I'll Toke Milk .....	G	18m. 3865	
53706	(Dec. 10)	Follow That Blonde .....	F	18m. 3880	

#### RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade .....	F	19m. 3842	
53402	(Nov. 19)	Redskins and Redheads...G		18m. 3842	

#### SPECIALS (8)

53101	(Oct. 8)	The Iron Fence .....	G	19m. 3857	
53102	(Nov. 12)	Circus Trainer .....	E	17m. 3887	
53103	(Dec. 17)	Fast Freight .....			

#### SPORT SPECIALS (2)

53901	(Dec. 10)	Faatball Highlights .....	G	15½m. 3899	
53801	(Apr. 15)	Basketball Highlights .....			

#### MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog .....	F	21m. 3842	
53202	(Nov. 5)	Pal's Return .....	F	20m. 3842	

### One Reel

#### SCREENLINERS (13)

54201	(Sept. 17)	Hause Of Knowledge ....F		8m. 3857	
54202	(Oct. 15)	Alpine Fortress .....	G	8m. 3857	
54203	(Nov. 12)	Just Pets .....	G	8m. 3894	
54204	(Dec. 10)	Cinema Capers .....			
54205	(Jan. 7)	Water, Water Everywhere .....			

#### SPORTSCOPES (13)

54301	(Sept. 3)	Alaskan Trout .....	F	8m. 3844	
54302	(Oct. 1)	British Emple Games ....G		8m. 3857	
54303	(Oct. 29)	Willie Mays .....	G	8m. 3888	
54304	(Nov. 26)	Canadian Stampede .....	G	8m. 3894	
54305	(Dec. 24)	Sports Island .....			

#### WALT DISNEY CARTOONS (18)

##### (Technicolor)

Chip'n Dale; D—Donald Duck; G—Goofy; H—Huckleberry Mause; P—Pluto; F—Figara; S—Special)					
54101	(Oct. 15)	Sacial Lion .....	G	7m. 3857	
54102	(Nov. 12)	Flying Squirrel (D) .....	G	7m. 3887	

#### WALT DISNEY CINEMASCOPE CARTOONS (6)

##### (Technicolor)

54103	(Jan. 14)	Na Hunting (D) .....			
54104	(Jan. 28)	The Pelican and the Snlpe .....			



Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>20th Century-Fox</b>					
<b>CINEMASCOPE SPECIALS</b>					
(Color)					
7401 (Nov.)		The Coronation Parade...G		7 1/2m. 3667	
7402 (Jan.)		Dancers of the Deep...G		6m. 3683	
7403 (Dec.)		Vesuvius Express...G		15m. 3676	
7404 (Dec.)		Finale from Tchaikovsky's Symphony Number Four...G		6m. 3673	
7405 (Feb.)		Polovetzian Dances From Prince Igor...E		8m. 3683	
7406 (Feb.)		Tournament of Roses...E		18m. 3699	
7407 (Mar.)		The New Venezuela...E		10m. 3723	
7408 (Mar.)		Haydn's Farewell Symphony...E		9m. 3722	
7409 (Aug.)		Jet Carrier...G		17m. 3811	
7410 (May)		The First Piano Quartette...G		10m. 3758	
7411 (May)		Motion Picture Stunt Pilot...G		17m. 3773	
7412 (June)		Stephen Foster Medley...G			
7413 (June)		Vailey Of The Nile...G			
7414 (.....)		Miracle of Stereophonic Sound, The...G		11m.	
7415 (Apr.)		Roger Wagner Chorale...E		8m. 3739	
7416 (Apr.)		New Horizons...G		10m. 3731	
7417 (May)		Land of Legend...G		9m. 3758	
7418 (July)		Piano Encores...G		10m. 3805	
7419 (June)		Calypso Cruise...F		9m. 3799	
7420 (Sept.)		Pride of the Nation...F		12m. 3849	
7421 (Oct.)		Fabulous Las Vegas...G		18m. 3856	
7422 (Nov.)		The CinemaScope Parade...G		22m. 3873	
7423 (Oct.)		El Toro...G		9m.	
7424 (Dec.)		Queen's Guard...E			
7425 (Oct.)		The Empire Games...E		13m. 3874	
7426 (Nov.)		Flying Ta Fish...G		16m. 3887	
7427 (Nov.)		Far East Bastions...G		10m.	
7428 (Dec.)		Supersonic Age...G		14m.	
(Jan.)		Tuna Clipper Ship...G		16m.	
(.....)		American Railroads...G			
(.....)		Orient Express...G			
(Jan.)		Birthday Parade...G			

**One Reel**  
**SEE IT HAPPEN (6)**

6401 (Apr.)		Accent on Courage...G		9m. 3731	
6402 (July)		Tumult...F		9m. 3799	
6403 (Aug.)		Isle Of Destiny...F		9m. 3857	

**SPORTS (6)**

3401 (Apr.)		Touchdown Trophies...G		8m. 3799	
3402 (July)		Dizzy Diving...G		8m. 3806	
3403 (Sept.)		Sporty Simians...G		8m. 3857	

**TERRYTOONS (16)**  
**(Technicolor)**

5401 (Jan.)		Little Roquefort In Runaway Mouse...F		7m. 3639	
5402 (Jan.)		Dimwit in How to Relax...F		7m. 3639	
5404 (Feb.)		Heckle and Jeckle in Blind Date...F		7m. 3682	
5405 (Feb.)		Nonsense Newsreel...G		7m. 3691	
5407 (Mar.)		Mighty Mouse in the Helpless Hippo...F		7m. 3691	
5408 (Mar.)		Terry Bears in Pet Problems...F		7m. 3691	
5410 (Apr.)		Little Roquefort in Prescription for Percy...F		7m. 3699	
5411 (Apr.)		Heckle and Jeckle in Satisfied Customers...F		7m. 3722	
5413 (May)		Tall Tale Teller...F		7m. 3731	
5414 (May)		Arctic Rivals...F		7m. 3730	
5416 (June)		Terry Bears in a Howling Success...F		7m. 3774	
5418 (July)		Pride of the Yard...F		7m. 3798	
5420 (Aug.)		Little Roquefort in the Cat's Revenge...F		7m. 3857	
5422 (Sept.)		Mighty Mouse in the Reformed Wolf...F		7m. 3857	
5424 (Nov.)		Heckle and Jeckle in Blue Plate Symphony...F		7m. 3874	

**TERRYTOON TOPPER REISSUES (10)**

5403 (Jan.)		The Helicopter...F		7m. 3683	
5406 (Feb.)		Much Ado About Nothing...G		7m. 3683	
5409 (Mar.)		The Frog and the Princess...F		7m. 3682	
5412 (Apr.)		Mighty Mouse in the Wreck of the Hesperus...F		6 1/2m. 3722	
5415 (May)		Gandy Goose in Ghost Town...F		6 1/2m. 3750	
5417 (June)		A Day in June...F		7m. 3788	
5419 (July)		Gandy Goose in Fisherman's Luck...G		7m. 3788	
5421 (Aug.)		Ants in Your Pantry...F		7m. 3788	
5423 (Oct.)		A Wicky Wacky Romance...F		7m. 3788	
5425 (Dec.)		A Torrid Toreador...F		7m. 3788	

**United Artists**

**SPORTS SPECIAL**

Marciano-Charles Fight...G 21m. 3848

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Universal-International</b>					
<b>Two Reel</b>					
<b>MUSICAL FEATURETTES (13)</b>					
9301 (Nov. 12)		Carnival In April...F		18m. 3691	
9302 (Dec. 24)		David Rose and Orch...F		15 1/2m. 3682	
9303 (Jan. 22)		Hawaiian Nights...F		17m. 3682	
9304 (Feb. 26)		Jimmy Wakely's Jamboree...G		15 1/2m. 3713	
9305 (Apr. 23)		Rhythm and Rhyme...F		15m. 3730	
9306 (May 28)		The Four Aces Sing...G		15m. 3766	
9307 (June 21)		"Tennessee Ernie" Ford and Molly Bee In Corral Cutles...G		15m. 3773	
9308 (July 26)		Birth of a Band...F		15m. 3798	
9309 (Aug. 16)		College Capers...G		16m. 3805	
9310 (Oct. 11)		Going Strong...G		14m. 3848	
9311 (Oct. 25)		Leave It To Harry...G		16m. 3887	
<b>(1954-55) (13)</b>					
1301 (Nov. 29)		Champ Butler Sings...G		15m. 3893	
1302 (Dec. 30)		Road Show...G		15m. 3893	
<b>3-D MUSICAL FEATURETTES (1)</b>					
9101 (Nov. 12)		Carnival In April...F		18m. 3691	
<b>SPECIALS (2)</b>					
<b>(Color)</b>					
9201 (Feb. 14)		Perils of the Forest...G		17m. 3706	
9202 (June 13)		The Hottest 500...G		16m. 3766	
<b>(1954-55) ( )</b>					
1201 (Nov. 12)		A Gift From Dirk...G		19m. 3893	
<b>One Reel</b>					
<b>COLOR PARADES (8)</b>					
9381 (Feb. 8)		Go South Amigos...G		9m. 3683	
9382 (Mar. 1)		Royal Mid-Ocean Visit...F		10m. 3707	
9383 (Apr. 12)		Rolling In Style...G		9 1/2m. 3767	
9384 (May 10)		Fair Today...F		9 1/2m. 3806	
9385 (June 14)		Talent Scout...G		9m. 3767	
9386 (July 19)		Star Studded Ride...F		9m. 3806	
9387 (Sept. 20)		Bonus Land...F		9m. 3849	
9388 (Oct. 25)		Holiday Ahead...F		10m. 3894	
<b>VARIETY VIEWS (8)</b>					
9341 (Nov. 16)		Byways To Broadway...G		9m. 3631	
9342 (Jan. 4)		Bow River Valley...G		9m. 3683	
9343 (Feb. 22)		Brooklyn Goes to Chicago...G		9 1/2m. 3683	
9344 (Apr. 12)		Moving Thru Space...G		9m. 3758	
9345 (July 26)		Stallions on Parade...G		9 1/2m. 3806	
9346 (Aug. 30)		Brooklyn Goes to Philadelphia...F		9m. 3849	
9347 (Sept. 27)		Dear Myrtle...G		10m. 3894	
9348 (Oct. 25)		Port of Merchants...F		10m. 3894	
<b>VISTARAMA SPECIAL</b>					
<b>(CinemaScope and other aspect ratios)</b>					
<b>(Eastman Color)</b>					
(Nov. )		Speed Sub-Zero...G		9 1/2m. 3874	
<b>WALTER LANTZ CARTOONS (13)</b>					
<b>(Technicolor)</b>					
9321 (Dec. 21)		Chilly Willy...F		6m. 3682	
9322 (Jan. 18)		Socko in Morocco...G		6m. 3691	
9323 (Feb. 15)		A Horse's Tale...G		6m. 3707	
9324 (Mar. 15)		Alley In Bali...F		6m. 3730	
9325 (May 10)		Under the Counter Spy...G		6m. 3767	
9326 (Apr. 12)		Dig That Dog...F		6m. 3730	
9327 (June 7)		Hay Rube...F		6m. 3774	
9328 (July 5)		Hot Rod Hucksters...F		6m. 3798	
9329 (Aug. 2)		Broadway Bow Wows...F		6m. 3805	
9330 (Aug. 30)		Pig In a Pickle...F		6m. 3805	
9331 (Sept. 20)		Real Gone Woody...F		6m. 3849	
9332 (Oct. 11)		Fine Feathered Frenzy...F		6m. 3849	
9333 (Oct. 25)		Convict Concerto...F		6m. 3849	
<b>(1954-55) (13)</b>					
1321 (Dec. 20)		I'm Cold...G		6m. 3894	
1322 (Jan. 17)		Helter Skelter...G		6m. 3894	
<b>WOODY WOODPECKER REISSUES (6)</b>					
<b>(Technicolor)</b>					
9351 (Feb. 22)		Smoked Hams...G		6m. 3707	
8353 (Mar. 29)		Coo Coo Birds...F		6m. 3766	
9353 (Apr. 26)		Well Oiled...B		7m. 3774	
9354 (May 30)		Overture to Wm. Tell...F		6m. 3774	
9355 (June 28)		Solid Ivory...G		7m. 3774	
9356 (July 26)		Woody the Giant Killer...F		7m. 3774	

**Warners**

**SPECIALS (12)**

<b>(Technicolor)</b>					
2001 (Sept. 11)		Gay Parisian...E		20m. 3841	
2002 (Oct. 9)		In Fourteen Hundred Ninety-Two (WarnerColor)...G		17m. 3865	
2003 (Nov. 6)		Mariners Ahoy...G		17m. 3880	
2004 (Jan. 8)		Where Winter Is King...G			
2005 (Dec. 4)		Bill Of Rights...G		22m. 3899	
2006 (Feb. 5)		Beauty And The Bull...G			
2007 (Mar. 5)		Mississippi Traveler...G			

**CLASSICS OF THE SCREEN (6)**

2101 (Sept. 25)		Wells Fargo Days...F		20m. 3842	
2102 (Nov. 20)		Camera Hunting...G		19m. 3880	
2103 (Jan. 22)		Three Cheers For The Girls...G			
2104 (Mar. 26)		When The Talkies Were Young...G			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>One Reel</b>					
<b>BLUE RIBBON HIT PARADES (12)</b>					
<b>(Reissues)</b>					
<b>(Technicolor)</b>					
2301 (Sept. 11)		Rhapsody In Rivets...E		7m. 3842	
2302 (Oct. 16)		Inki At The Circus...F		7m. 3842	
2303 (Nov. 6)		Foxy Duckling...G		7m. 3880	
2304 (Nov. 27)		The Shell-Shocked Egg...F		7m. 3880	
2305 (Dec. 25)		Trial of Mr. Wolf...G		7m. 3888	
2306 (Feb. 5)		Back Alley Uproar...G			
2307 (Feb. 26)		You Were Never Duckier...G			

**BUGS BUNNY SPECIALS (5)**

**(Technicolor)**

2723 (Nov. 13)		Lumber Jack-Rabbit...F		7m. 3874	
2724 (Dec. 18)		Baby Buggy Bunny...G		7m. 3900	
2725 (Feb. 12)		Beanstalk Bunny...G			
2726 (Mar. 26)		Sehara Hare...G			

**JOE McDOAKES COMEDIES (6)**

2401 (Oct. 30)		So You're Taking In A Raamer...F		10m. 3866	
2402 (Dec. 18)		So You Want To Know Your Relatives...F		10m. 3900	
2403 (Jan. 29)		So You Don't Trust Your Wife...F			
2404 (Mar. 12)		So You Want To Be A Gladiator...F			

**MELODY MASTER BANDS REISSUES (6)**

2801 (Sept. 4)		Melody Of Youth...G		10m. 3843	
2802 (Oct. 23)		Skinny Ennis and Orch...E		10m. 3843	
2803 (Jan. 1)		South American Sway...F		9m. 3880	
2804 (Feb. 26)		Stan Kenton and Orch...F		10m. 3900	

**MERRIE MELODIES (22)**

**(Technicolor)**

2701 (Sept. 4)		Gone Batty...G		7m. 3842	
2702 (Sept. 18)		Goo Goo Goliath...G		7m. 3866	
2703 (Oct. 2)		By Word Of Mouse...F		7m. 3866	
2704 (Oct. 16)		From A To Z-Z-Z...E		7m. 3880	
2705 (Oct. 30)		Quack Shot...G		7m. 3880	
2706 (Nov. 27)		My Little Duckaroo...G		7m. 3880	
2707 (Dec. 11)		Sheep Ahoy...G		7m. 3900	
2708 (Jan. 1)		Pizzicato Pussycat...G			
2709 (Jan. 15)		Feather Dusted...G			
2710 (Jan. 29)		Pests For Guests...G			
2711 (Feb. 19)		All Fouled Up...G			
2712 (Feb. 26)		Stork Naked...G			
2713 (Mar. 12)		Lighthouse Mouse...G			

**THE SPORTS PARADE (10)**

**(Technicolor)**

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# SECOND QUARTERLY SUPPLEMENT

to the

## CHECK-LIST of Feature Motion Pictures in T-V Channels

as originally published, complete with 3498 titles, casts, and release dates, as a saveable section of the JULY 7 ISSUE.

THESE 119 ADDITIONS BRING THE CURRENT TOTAL TO 3617

Note: Discard the October 20, 1954 supplement, mark this one for easy reference and save in your file of Reviews!

ACCORDING TO MRS. HOYLE—MD—Monogram—Spring Byington, Anthony Caruso—1951  
 ACTORS AND SIN—CD—United Artists—Edward G. Robinson, Marsha Hunt, Dan O'Herlihy—1952  
 ANGELO FRA LA FOLLO—CD—Angelo Maggio, Umberto Spadara, Isa Pola—(Italian-made)—1951  
 ARIZONA GANG BUSTERS—W—RC—Tim McCoy, Pauline Haddon, Lew Fulton, Forrest Taylor—1940  
 BAD BOY—D—Allied Artists—Lloyd Nolan, Audie Murphy, Jane Wyatt, James Gleason—1949  
 BADMEN OF TOMBSTONE—MD—Allied Artists—Barry Sullivan, Marjorie Reynolds, Broderick Crawford, Fortunio Bonanova—1948  
 BATTLE FOR MUSIC—DMU—Four Continents—Eileen Joyce, Moisevitich—(English-made)—1945  
 BATTLES OF CHIEF PONTIAC—OMD—Realart—Lex Barker, Lon Chaney, Helen Westcott—1952  
 BEAUTY AND THE BANDIT—WD—Monogram—Gilbert Roland, Ramsey Ames, Martin Garralaga—1946  
 BIG CAT, THE—OD—Eagle Lion—Robert Preston, Peggy Ann Gardner, Lon McCallister—1949  
 BLACK BEAUTY—OMD—20th-Fox—Richard Denning, Mona Freeman, Evelyn Ankers, Charles Evans—1946  
 BLACK MAGIC—D—United Artists—Orson Welles, Nancy Guild, Akim Tamiroff, Frank Latimore—(Foreign-made)—1949  
 BLACKMAIL—MY—Republic—Adele Mara, William Marshall, Ricardo Cortez, Grant Withers—1947  
 \*BODY SAID NO—CMD—Hyams-Kramer—Michael Rennie, Yolande Donlan, Hy Hazell, Valentine Dyal—(English-made)—1954  
 BOOMERANG—MYD—20th-Fox—Dana Andrews, Jane Wyatt, Lee J. Cobb, Cora Williams—1947  
 BRAND OF THE DEVIL—MUW—PRC—Dave O'Brien, Jim Newill, Guy Wilkerson, Ellen Hull—1944  
 BRANDY FOR THE PARSON—CD—Mayer-Kingley—James Donald, Kenneth Mare, Jean Lodge, Frederick Piper—(English-made)—1952  
 BREAKFAST IN HOLLYWOOD—CMU—United Artists—Bonita Granville, Tom Brenneman, Billie Burke, Zasu Pitts—1946  
 BULLET FOR STEPHANO—MD—Lux—Rossano Brazzi, Valentina Cortese, Carlo Mirchi, Carlo Campanini—(Italian-made)—(English titles)—1950  
 CANDELIGHT IN ALGERIA—MD—20th-Fox—James Mason, Carlo Lehmann—(English-made)—1944  
 \*CAPTAIN BLACKJACK—MD—Classic—George Sanders, Herbert Marshall, Patricia Roc, Agnes Moorehead—(European-made)—1952  
 CAPTAIN KIDD—MD—United Artists—Charles Laughton, Randolph Scott, Barbara Britton—1945  
 CARNEGIE HALL—DMU—United Artists—Marsha Hunt, William Prince, Frank McHugh—1947  
 CASA MANANA—MUCD—Monogram—Robert Clark, Virginia Welles, Robert Karns, Tony Roux—1951  
 CHANCE OF A LIFETIME—D—Ballentine—Basil Radford, Bernard Miles, Nial McGinnis, Julien Mitchell—(English-made)—1951  
 COME ON LEATHERNECKS—MD—Republic—Richard Cromwell, Leon Ames, Marsha Hunt—1938  
 CREEPER, THE—MY—20th-Fox—Eduardo Cianelli, Onslow Stevens, June Vincent, Ralph Morgan—1948  
 CROSSROAD—MD—Metro—William Powell, Hedy Lamarr, Claire Trevor, Basil Rathbone—1942  
 CRY MURDER—MD—Film Classics—Jack Lord, Carole Mathews, Howard Smith, Hope Miller—1950  
 DARK WATERS—MD—United Artists—Merle Oberon, Franchot Tone, Thomas Mitchell, Fay Bainter—1944  
 DIARY OF A CHAMBERMAID—CD—United Artists—Paulette Goddard, Burgess Meredith, Hurd Hatfield, Francis Lederer—1946  
 DISC JOCKEY—MU—Allied Artists—Ginny Simms, Tom Drake, Jane Nigh, Michael O'Shea—1951  
 DISHONORED LADY—D—United Artists—Hedy Lamarr, Dennis O'Keefe, William Lundigan—1947  
 DON'T TRUST YOUR HUSBAND—(Innocent Affair, An)—ROC—United Artists—Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers, Rita Johnson—1948  
 DOWN MEMORY LANE—C—Eagle Lion—Bing Crosby, Gloria Swanson, Steve Allen, W. C. Fields—1949  
 DUDE GOES WEST, THE—WC—Allied Artists—Eddie Albert, Gale Storm, Gilbert Roland—1948  
 EXILE EXPRESS—D—Grand National—Anna Sten, Alan Marshall, Jerome Cowan, Jed Prouty—1939  
 EXILED TO SHANGHAI—AD—Republic—Dean Jagger, Wallace Ford, June Travis, William Bakewell—1937  
 FATHER TAKES THE AIR—C—Monogram—Raymond Walburn, Walter Catlett, Gary Gray—1951

\*FIGHTING RATS OF TOBRUK—D—Astor—Chips Rafferty, Grant Taylor, Pauline Garrick, Peter Finely—1952  
 FRIENDLY NEIGHBORS—CDMU—Republic—The Weavers, Lois Ranson, Spencer Charters—1940  
 GANGSTER, THE—PD—Allied Artists—Barry Sullivan, Akim Tamiroff, Belita, Joan Lorrington—1947  
 GAY BLADE (Tournament Tempo)—CD—Republic—Allan Lane, Jean Rogers, Edward Ashley—1946  
 GAY CAVALIER, THE—WMU—Monogram—Gilbert Roland, Martin Garralaga, Nocho Galindo—1946  
 GOLDEN GLOVES—MD—Paramount—Richard Denning, Jean Cagney, Robert Paige, Edward Brophy—1940  
 \*GUILTY OF TREASON—DOCD—Eagle Lion—Charles Bickford, Bonita Granville, Paul Kelly, Roland Winters—1950  
 GYPSY FURY—COSD—Monogram—Vivica Lindfors, Christopher Kent, Johnny Champot, Romney Brent—(Swedish-made)—(English titles)—1951  
 HANNAH LEE—OMD—Broder—John Ireland, Joanne Dru, MacDonald Carey, Don Haggerty—1953  
 HEARTBEAT—CD—RKO—Ginger Rogers, Jean Pierre Aumont, Adolphe Menjou, Basil Rathbone—1946  
 \*HORSE'S MOUTH—CFAN—Mayer-Kingsley—Robert Beatty, Mervyn Johns, Arthur MacRae, Gillian Lind—(English-made)—1943  
 HUNDRED HOUR HUNT—D—Greshler—Anthony Steele, Jack Warner, Sidney James—(English-made)—1953  
 HUNTED, THE—D—Allied Artists—Preston Foster, Pierre Watkin, Bellita, Edna Holland—1948  
 I BECAME A CRIMINAL—MD—Warners—Trevor Howard, Sally Gray, Rene Ray—(English-made)—1948  
 I MARRIED ADVENTURE—TRA—Columbia—Osa and Martin Johnson—1940  
 I WAS AN AMERICAN SPY—DOCMD—Allied Artists—Ann Dvorak, Gene Evans, Douglas Kennedy—1951  
 IN OLD NEW MEXICO—W—Monogram—Duncan Renaldo, Gwen Kenyon, Martin Garralaga—1945  
 INCIDENT—MD—Monogram—Jane Frazee, Warren Douglas, Robert Osterloh, Joyce Compton—1948  
 INNOCENT AFFAIR, AN (Don't Trust Your Husband)—ROC—United Artists—Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers—1948  
 IRON CROWN, THE—AD—Superfilm—Primo Carnera, Elisa Cegani, Luisa Ferida, Rina Morelli—(Italian-made)—(English titles)—1949  
 ISLE OF DESTINY—MD—RKO—William Gargan, Wallace Ford, June Lang, Gilbert Roland—1940  
 IT'S IN THE BAG—C—United Artists—Fred Allen, Jack Benny, William Bendix, Binnie Barnes—1945  
 JOE PALOOKA IN THE BIG FIGHT—CD—Monogram—Joe Kirkwood, Leon Errol, Lina Romay—1949  
 JOE PALOOKA IN THE SQUARED CIRCLE—MD—Monogram—Joe Kirkwood, Jr., James Gleason, Lois Hall, Edgar Barrier—1950  
 JOHNNY FRENCHMAN—CD—U-I—Francoise Rosay, Patricia Roc, Tom Walls—(English-made)—1946  
 \*JUNGLE, THE—MD—Lippert—Marie Windsor, Rod Cameron, Cesar Romero, Sulochona—1952  
 LOAN SHARK—MD—Lippert—George Raft, Dorothy Hart, Paul Stewart, Helen Westcott—1952  
 LONGHORN, THE—W—Monogram—Bill Elliott, Myron Healey, Phyllis Coates, Stan Jolley—1952  
 MERRY CHASE, THE (Resa di Fifi)—ROC—Superfilm—Rossano Brazzi, Clara Calamai, Nino Besatti, Paola Borboni—(Italian-made)—(English titles)—1948  
 MICKEY—ROMCMU—Eagle Lion—Lois Butler, Bill Goodwin, Irene Hervey, John Sutton—1948  
 MR. UNIVERSE—F—Eagle Lion—Jack Carson, Bert Lahr, Janis Paige, Vincent Edwards—1951  
 MRS. FITZHERBERT—ROHSD—Stratford—Peter Graves, Joyce Howard, Leslie Banks—(English-made)—1950  
 NAVAJO—D—Lippert—Frances Kee Teller, Hall Bartlett—1952  
 NAVY BOUND—ACD—Monogram—Tom Neal, Wendy Waldron, Regis Toomey, John Abbott—1951  
 NORTHWEST TERRITORY—OD—Monogram—Kirby Grant, Gloria Saunders, Chinook—1952  
 NOT WANTED—D—Film Classics—Sally Forrest, Keefe Brasselle, Leo Penn, Dorothy Adams—1949  
 NURSE EDITH CAVELL—D—RKO—George Sanders, Anna Neagle, Edna May Oliver, Zasu Pitts—1939  
 OH WHAT A NIGHT—MD—Monogram—Edmund Lowe, Jean Parker, Marjorie Rambeau—1944  
 ONE OF OUR AIRCRAFT IS MISSING—MD—United Artists—Godfrey Tearle, Eric Portman, Hugh Williams, Bernard Miles—(English-made)—1942  
 \*OUTLAW, THE—RKO—Jane Russell, Thomas Mitchell, Jack Buetel, Walter Huston—1950

PANIC—MD—Viviane Romance, Michel Simon, Paul Bernard—(French-made)—(English titles)—1947  
 PISTOL PACKIN' MAMA—MUD—Republic—Ruth Terry, Robert Livingston, Jack La Rue, Wally Vernon—1943  
 \*POPPY—MD—Paramount—W. C. Fields, Rochelle Hudson, Richard Cromwell, Catharine Doucet—1936  
 PORT OF NEW YORK—MD—Eagle Lion—Scott Brady, K. T. Stevens, Yul Brynner, Richard Roler—1949  
 PYGMALION—MD—Metro—Leslie Howard, Wendy Hiller, Wilfred Lawson—(Foreign-made)—1938  
 RESA DI FIFI (Merry Chase, The)—ROC—Superfilm—Rossano Brazzi, Clara Calamai, Nino Besatti, Paola Borboni—(Italian-made)—(English titles)—1948  
 RHYTHM INN—CMU—Monogram—Jane Frazee, Kirby Grant, Charles Smith, Lois Collier—1951  
 RIDERS OF THE NORTH—OMD—Syndicate—Bob Custer, Blanche Mehaffey, Eddie Dunn—1931  
 RIDING THE CALIFORNIA TRAIL—W—Monogram—Gilbert Roland, Inez Cooper, Martin Garralaga, Frank Yaconelli—1947  
 ROBIN HOOD OF MONTEREY—W—Monogram—Gilbert Roland, Jack La Rue, Evelyn Brent—1947  
 \*ROBOT MONSTER—SFD—George Nader, Claudia Barrett, Silena Royle, Gregory Moffet—1953  
 \*RUNAWAY BUS—CMD—Kramer-Hyams—Margaret Rutherford, Frankie Howard, Petula Clark, George Coulouris—(English-made)—1954  
 SAN DEMETRIO, LONDON—MD—20th-Fox—Walter Fitzgerald, Arthur Young, Ralph Michael—1947  
 SHAKE HANDS WITH MURDER—MD—PRC—Frank Jenks, Iris Adrian, Douglas Fowley—1944  
 SIERRA PASSAGE—OMD—Monogram—Wayne Morris, Lola Albright, Alan Hale, Jr., Roland Winters—1951  
 16 FATHOMS DEEP—AD—Monogram—Lon Chaney, Jr., Arthur Lake, Lloyd Bridges, Eric Feldary—1948  
 SMART WOMAN—D—Allied Artists—Constance Bennett, Brian Aherne, Barry Sullivan—1948  
 SONG OF MEXICO—ROCMU—Republic—Adele Mara, Edgar Barrier, George Lewis—1946  
 SONG OF MY HEART—BIDMU—Allied Artists—Frank Sundstrom, Sir Cedric Hardwicke, Audrey Long, Mikhail Rasumy—1947  
 SONG OF OLD WYOMING—WMU—PRC—Eddie Dean, Sarah Padden, Al La Rue, Jennifer Holt—1945  
 SONS OF ADVENTURE—MYAD—Republic—Lynne Roberts, Russell Hayden, Gordon Jones—1948  
 SOUTH OF THE RIO GRANDE—MUW—Monogram—Duncan Renaldo, Martin Garralaga, Armida—1945  
 SOUTHSIDE 1-1000—MD—Allied Artists—Don DeFore, Andrea King, George Tobias, Charles Cane—1950  
 SPANISH CAPE MYSTERY, THE—MY—Republic—Donald Cook, Helen Twelvetrees, Berton Churchill—1935  
 STAMPEDE—W—Allied Artists—Rod Cameron, Gale Storm, Don Castle, Johnny Mack Brown—1949  
 STARS LOOK DOWN, THE—ADD—Metro—Michael Redgrave, Emlyn Williams, Margaret Lockwood, Cecil Parker, Linden Travers—(English-made)—1941  
 STRIKE IT RICH—ACD—Allied Artists—Rod Cameron, Bonita Granville, Don Castle, Stuart Erwin—1948  
 SWELLHEAD—C—Tiffany—Jimmy Gleason, Marion Shilling, Johnny Walker, Natalie Kingston—1930  
 THERE'S A GIRL IN MY HEART—DMU—Allied Artists—Lee Bowman, Elyse Knox, Peggy Ryan—1949  
 THREE'S A FAMILY—C—United Artists—Charlie Ruggles, Marjorie Reynolds, Fay Bainter—1944  
 TOURNAMENT TEMPO (Gay Blade)—CD—Republic—Allan Lane, Jean Rogers, Edward Ashley—1946  
 UNDER SECRET ORDERS—MD—Guaranteed John Loder, Erich von Stroheim, Dita Parlo, Claire Luce—(English-made)—1943  
 UNDER THE OLIVE TREE—MD—Lux—Raf Vallone, Lucia Bose, Folco Lulli, Maria Grazia—(Italian-made)—(English titles)—1951  
 \*UNHOLY LOVE—MD—Hollywood—Lyle Talbot, H. B. Warner, Lila Lee, Beryl Mercer—1932  
 UNKNOWN WORLD—FANMD—Lippert—Bruce Kellogg, Victor Kilian, Otto Waldis, Jim Bannon—1951  
 VICTORIA THE GREAT—HISD—RKO—Anna Neagle, Anton Walbrook, Arthur Young, Felix Aylmer—(Foreign-made)—1937  
 WEST OF NEVADA—W—Colony—Rex Bell, Joan Barclay, Al St. John, Steve Clark—1936  
 YANK IN LONDON, A—20th-Fox—Anna Neagle, Dean Jagger, Rex Harrison—(English-made)—1946  
 YELLOW FIN—AD—Monogram—Wayne Morris, Adrian Booth, Gloria Henry, Damian O'Flynn—1951  
 YUKON MANHUNT—OMD—Monogram—Kirby Grant, Gail Davis, Chinook, Margaret Field—1951

\*Indicates current additions

• • • the next supplement to the CHECK-LIST of Feature Motion Pictures in T-V CHANNELS will be published in the Issue of APRIL 20, 1955



# ALPHABETICAL GUIDE To 175 Features Reviewed Since The Sept. 8, Issue

(This Index covers features reviewed thus far during the 1954-55 season in addition to features of the 1953-54 season reviewed after the issue of Sept. 8, 1954.—Ed.)

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)



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<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>	<b>DECEMBER</b>
Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)	Phfft J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	A Race For Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Chaney, M. Roth (AnascoColor) (Made in El Salvador)	Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Ayedon (Technicolor)  Battleground The Asphalt Jungle (Re-issues)	Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)	Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss  Hell's Outpost R. Cameron, J. Leslie, C. Wills	There's No Business Like Show Business E. Merman, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine (English-made)  The Other Woman H. Haas, C. Moore	Vera Cruz G. Cooper, B. Lancaster, D. Darcel (Technicolor) (SuperScope) (Hecht-Lancaster)  Romeo and Juliet L. Harvey, S. Shentall (Technicolor) (Rank)  The Steel Cage P. Kelly, M. O'Sullivan (Swartz-Doniger)	Sign Of The Pagan J. Chandler, J. Palance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)  The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	The Big Sleep Saratoga Trunk (Reissues)
<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>JANUARY</b>
Bowery To Bagdad Bowery Boys  Treasure of the Ruby Hills Z. Scott, C. Matthews, D. Foran	The Violent Men G. Ford, B. Stanwyck, E. G. Robinson (Technicolor) (CinemaScope)  The Bamboo Prison R. Francis, D. Foster  Masterson Of Kansas G. Montgomery, N. Gates (Technicolor)	They Were So Young S. Brady,R. Burr, J. Matz (Made in Germany)  The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney	Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)  Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	The Americano G. Ford, C. Romero, U. Theiss (Technicolor)  Quest For the Lost City D. and G. Lamb (Color)	African Manhunt M. Healey, K. Booth  Trouble In Store N. Wisdom, M. Rutherford, M. Lister (English-made) (Rank)  Carolina Cannonball J. Canova, R. Elliott, A. Clyde	Carmen Jones D. Danridge, H. Belafonte (Color by DeLuxe) (CinemaScope)  Prince Of Players R. Burton, M. McNamara (Color) (CinemaScope)  Twelve O'Clock High (Reissue)	Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein)  The Beachcomber G. Johns, R. Newton (Technicolor) (Rank)  Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)  Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)  West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)
<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>
The Big Combo C. Wilde, R. Conte, J. Wallace  Dial 116 B. Elliott, K. Larsen, H. Stanley  Murder Is My Beat B. Payton, P. Langton	Ten Wanted Men R. Scott, J. Brando (Technicolor)  Women's Prison I. Lupino, J. Sterling, C. Moore, H. Duff  Pirates Of Tripoli P. Henreid, P. Medina (Technicolor)	Thunder Over Sangoland J. Hall, M. Lord  Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)	Many Rivers To Cross R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope)  Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)	Mambo S. Mangano, S. Winters, V. Gassman (Made in Italy)  The Conquest Of Space E. Fleming, W. Redfield, G. Johnson (Technicolor)	Underwater! J. Russell, R. Egan G. Roland (Technicolor) (Superscope)  Tarzan's Hidden Jungle G. Scott, V. Miles	The Square Ring J. Warner, J. Collins, M. Red (English-made)  Doctor In The House D. Bogarde, M. Pavlov (Technicolor) (English-made)  Timberjack S. Hayden, V. Ralston, D. Brian (Trucolor)	White Feather R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope)  The Racers K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope)  A Life In The Balance R. Montalban, A. Bancroft (Made in Mexico)	Sabaka B. Karloff, N. Marcel, J. Foray (Technicolor) (Made in India) (Ferrin)  Canyon Crossroads R. Basehart, P. Kirk, S. Elliott (Joyce-Werker)	The Far Country J. Stewart, R. Roman, C. Calvet (Technicolor)  Six Bridges To Cross T. Curtis, J. Adams, G. Nader  Abbott and Costello Meet The Keystone Kops B. Abbott, L. Costello	The Silver Chalice V. Mayo, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope)  Unchained E. Hirsch, B. Hale C. Morris

OBSERVATIONS

Feb. 12—Lincoln's Birthday

Feb. 14—Valentine's Day

Feb. 22—Washington's Birthday

MOON PHASES

DECEMBER

1 Quarter

2 Full

3 Last

4 New

1 Quarter

2 Full

3 Last

4 New

FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels



**nothing**

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Sure it's the attraction that counts...  
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everything you have to offer...and  
*all* the accessories that add up to  
Showmanship make the difference  
that counts at your boxoffice!



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PRIZE BABY OF THE INDUSTRY



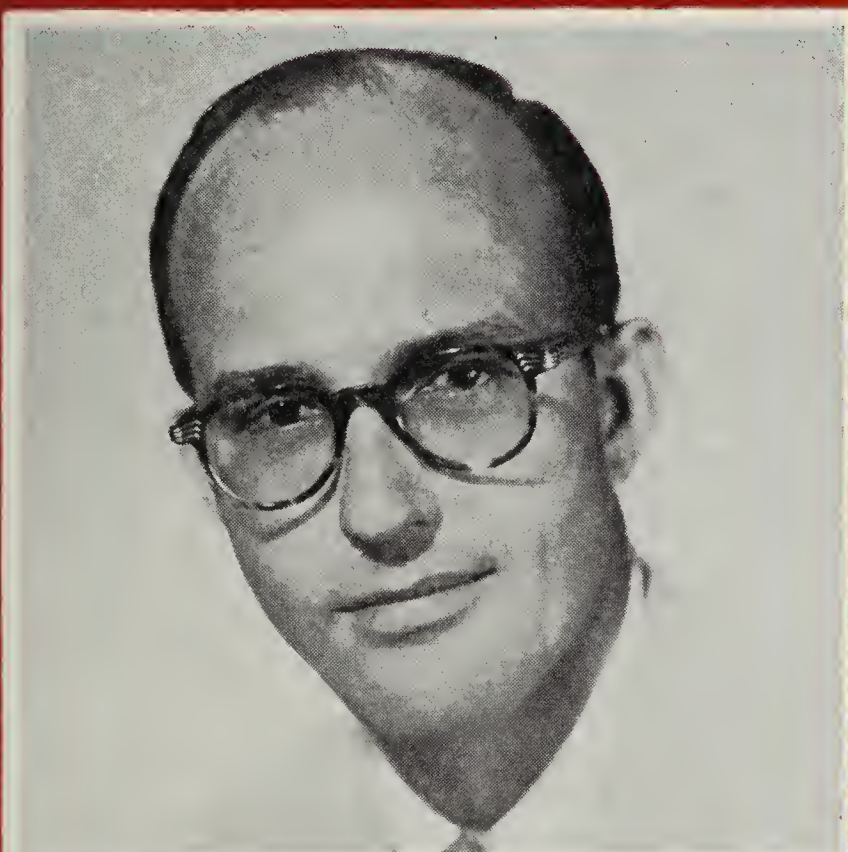


**MOTION PICTURE**

# EXHIBITOR

**JANUARY 19, 1955** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **Johnston Asks Tax Changes**

(page 7)

## **"J. Arthur Rank's Switcheroo"**

(editorial)

AND FEATURING: **STUDIO SURVEY**

TOA and Allied found themselves of different minds last week, with E. D. Martin, TOA head, above, favoring settlement of the arbitration question before an all-industry conference is called, and Ben Marcus, National Allied president, feeling exactly the opposite.





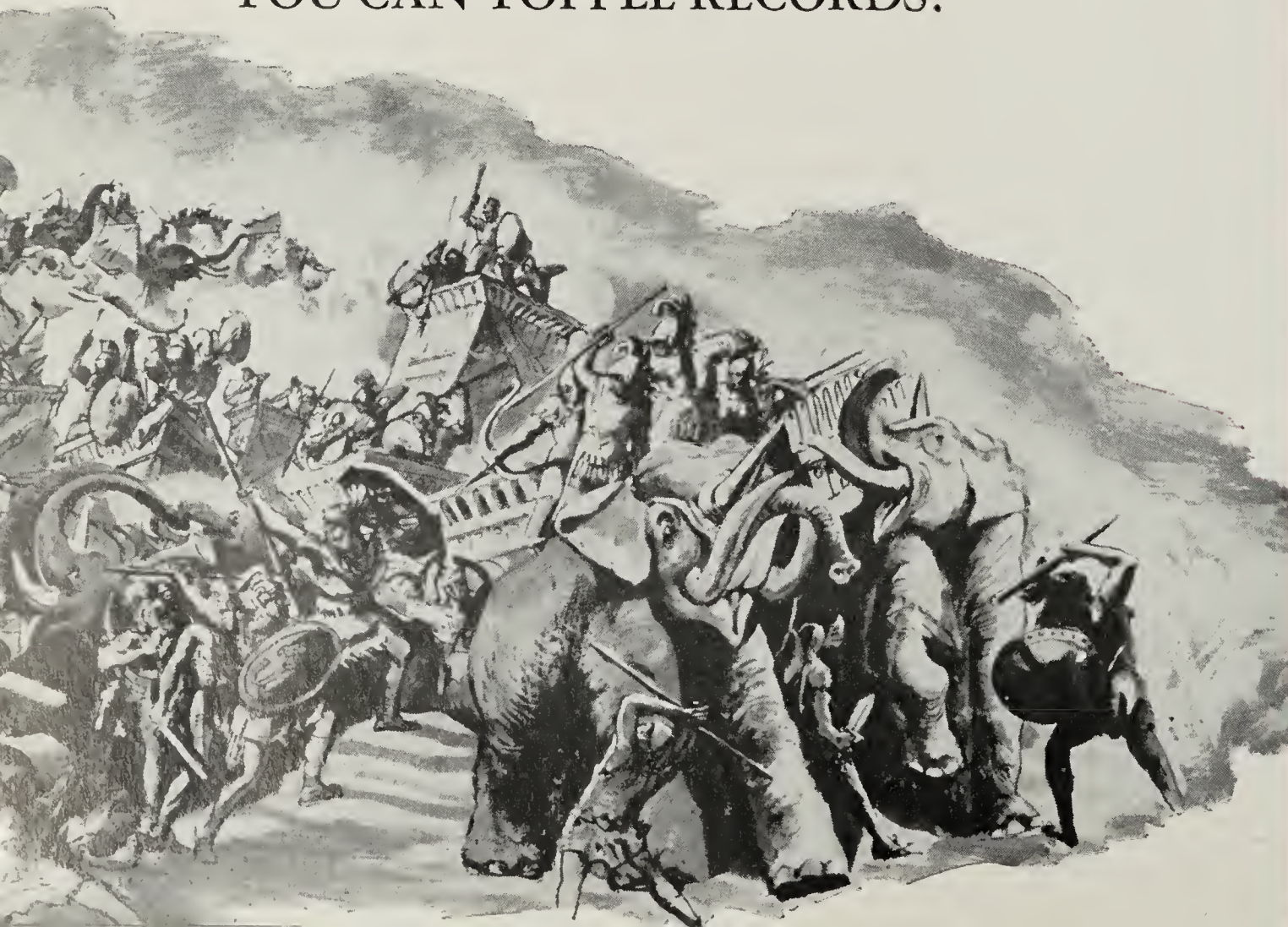
**PREDICTION:**

# **IT'S ONE OF THE BIGGEST WASHINGTON'S BIRTHDAY ATTRACTIONS EVER RELEASED!**



He toppled  
a tree!

**YOU CAN TOPPLE RECORDS!**



## **"JUPITER'S DARLING" PRE-SOLD!**

*Nationwide TV!*

### **ED SULLIVAN'S "TOAST OF THE TOWN"**

Jan. 16th. Scenes from picture.  
Esther Williams Interview.

### **ED MURROW'S "PERSON TO PERSON"**

Feb. 11th. Visit to home  
of Esther Williams, star of  
"Jupiter's Darling."

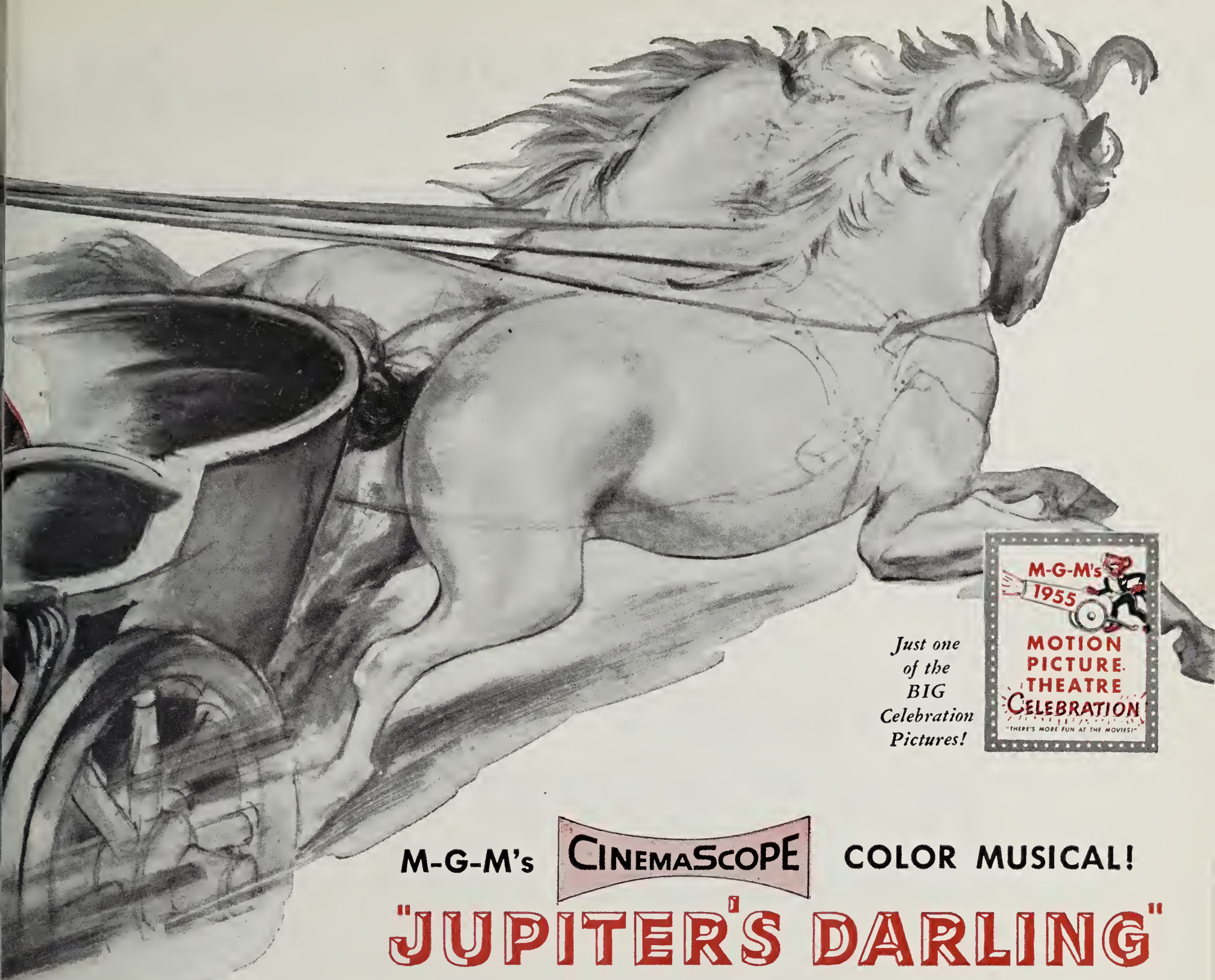
### **Giant Campaign!**

In full-color Satevepost ad.  
Full-color page ad in Sunday  
Supplements (99 million read-  
ership): Pictorial Review,  
American Weekly, This Week,  
Parade. Plus M-G-M Column  
in National Magazines (93  
million readership). Plus Fan  
Magazine ads, etc.

### **ELEPHANT TOUR**

Nationwide 6-week tour of Baby  
Elephant in special "Jupiter's  
Darling" truck. Will visit editors,  
TV stations, hospitals, etc.  
Publicity gold-mine!





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BIG  
Celebration  
Pictures!*



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**"JUPITER'S DARLING"**

*starring*

**ESTHER WILLIAMS**  
**HOWARD KEEL**  
MARGE and **CHAMPION**  
GOWER  
**GEORGE SANDERS**

*with* **RICHARD HAYDN • WILLIAM DEMAREST**

Screen Play by **DOROTHY KINGSLEY**

Based on the Play "Road to Rome" by

**ROBERT E. SHERWOOD**

Songs:

**ROBERT E. SHERWOOD • BURTON LANE and HAROLD ADAMSON**

Choreography by

**HERMES PAN**

Photographed in

**EASTMAN COLOR**

Directed by **GEORGE SIDNEY** • Produced by **GEORGE WELLS**

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A thrilling romance in spectacular splendor and a wealth of singing glory!

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**Watch!**

The scheming Beauty who tricks The Barbarian on the march to conquer Rome!

**Watch!**

Handsome statues come to life in the amazing underwater dance spectacle!

**Watch!**

Dance of the Painted Elephants!

**Watch!**

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Monte Carlo...

The Swiss

Alps—The

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grounds for a love

story that dares to

be as different as

"The Racers"!



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Color by DE LUXE

also starring CESAR ROMERO • LEE J. COBB • KATY JURADO with Charles Goldner • George Dolenz

Produced by JULIAN BLAUSTEIN • Directed by HENRY HATHAWAY • Screen Play by CHARLES KAUFMAN

From a Novel by HANS RUESCH



**MOTION PICTURE**

# EXHIBITOR



**JANUARY 19, 1955**

**VOLUME 53      NUMBER 12**

## THE J. ARTHUR RANK SWITCHEROO

WE DON'T KNOW whether someone sold the eminent British producer-distributor-exhibitor a bill of goods, or whether it is an effort at that subtle British humor that we every now and then have such difficulty understanding, but one of the most ridiculous trade statements in many a moon deals with the possible needs for the J. Arthur Rank Organization to buy or build theatres in the U. S. in order to get for its pictures the distribution to which it feels entitled.

Having met the distinguished Rank at several trade gatherings, and having had the chance to observe his solid common sense, and show sense, we can only conclude that someone is "pulling someone's leg."

It is certain from our own experience as an independent theatre operator, from our intimate daily contacts with other theatremen, and from our daily correspondence with still other theatre operators from coast to coast, that there is currently the greatest shortage of playable and acceptable theatre merchandise that this industry has ever known. True, the public is being selective, and will only buy what it wants to see; it also will pay more to see what it wants than ever before. It is only when you try to "stretch" a good one or sell the public what it doesn't want, that you can get really hurt; and, unfortunately, in any situation with more than two first-runs, you've gotta do that or close up.

There just aren't enough *good* pictures to go 'round!

This is the kind of market that should be made to order for Rank, if he will just make some pictures to order for it.

We understand on good authority that Rank's "The Ivory Hunter" played to 13,000 dates in this country without benefit of owned theatres, leased theatres, or any pressure heavier than public tastes. That is a play-off that should satisfy Rank or anyone else. On the other hand, "The Lavender Hill Mob," another of Rank's offerings and a good one, could only catch on at the

"art" and "class" level and wouldn't come close to that play-off in spite of plenty of sales pressure. And the great majority of other British shows only play a few "sure-seaters" in the metropolitan areas while others never get off the ground.

In England, and elsewhere in the British Empire, as we understand it, a quota of 25 to 30 per cent is enforced, supported by penalties in order to get the offering of Rank and others their equitable share of their English market. Naturally, we can't give them such guarantees, and we don't think that guaranteed outlets, either built or leased, will change the tastes of the American public anymore than subsidy and quota have changed the tastes of the British.

We are sure that American theatremen, unfettered by producer or distributor ownerships, have no prejudice against any product source. Their only interest is in good playable entertainment that the public will buy, and in their profit potential in playing it.

Should Rank have a hit on his hands, in today's market he could send a janitor to sell it and could get his terms. In fact, he would find himself swamped with American theatremen pleading to be sold.

So, Rank doesn't need to build theatres, or to lease them either. All he needs is some good pictures that measure up to America's entertainment demands. We'll guarantee him a play-off that will make his cars spin.

Maybe Rank should review the sage advice of another Englishman that has stood the test of centuries. He may even rank Rank as a showman and judge of the public's entertainment tastes. For it was William Shakespeare who stated, without consideration for whether it was American or British, "The Play's The Thing!"

We'll buy that as a theatremen. And we think Rank is smart enough to buy it, too.

**Jay Emanuel**



# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

Loew's asks a two-year extension of the deadline for distribution of stock in the new theatre company as prescribed in the consent decree (page 7).

## Distribution

A 20th-Fox sales session in New York, led by Al Lichtman, distribution chief, stresses the company's production and merchandising plans (page 14).

Distributors Corporation of America names three new outlets (page 14).

I. J. Schmertz, Cleveland branch manager, celebrates his 50th-year of service with 20th-Fox (page 16).

## Exhibition

Exhibition's anti toll-TV committee schedules its first fall meeting in New York to map campaign strategy (page 7).

## Financial

Si Fabian tells Stanley Warner stockholders that all company interests are proceeding successfully and that earnings are up over last year (page 11).

Loew's reveals executive salaries in report to the SEC, as well as payments to retired officers (page 14).

## International

A Canadian report reveals that although more money is being spent by the public for motion picture entertainment, admissions are down; the British Film Production Fund reports on Eady payments by exhibitors; and "This Is Cinerama" bows in Japan (page 10).

## Legal

The Supreme Court denies Fanchon and Marco's appeal of a lower court decision throwing out its anti-trust suit against eight distributors (page 7).

The Schine contempt trial in Buffalo continues with the government attempting to prove monopoly charges (page 14).

## Legislative

Eric A. Johnston, president, MPEA and MPAA, asks the Treasury Department to include the motion picture industry in foreign earnings tax benefits and also to allow foreign producers credit on earnings in this country (page 7).

## Mel Konecuff

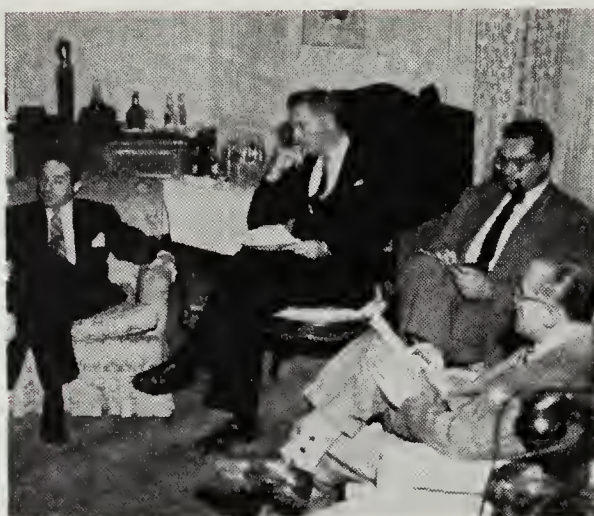
Some astute observations from junketeer Konecuff on RKO's underwater screening of "Underwater!" at Silver Springs, Fla., a land abounding in pretty girls and orange juice; a welcome party given by UA for new producer Kirk Douglas; and other metropolitan miscellany are covered (pages 6 and 17).

## Organizations

The National Conference launches its Brotherhood campaign for 1955 in New York as more than 1,000 industryites honor J. Robert Rubin, permanent national chairman, amusements division (page 11).

## Technical

Skiatron, toll-TV company, starts high-frequency tests in Hartford, Conn., area, where 250,000 UHF convertors are in use (page 11).



Harold Hecht, seated in arm chair, recently disclosed the program of seven films Hecht-Lancaster Productions will make in 1955 for United Artists release at a press conference in New York City, attended by Mel Konecuff, MOTION PICTURE EXHIBITOR associate editor, with pipe. Hecht is president of the production company.

# NEW YORK By Mel Konecuff

THE OTHER DAY someone told us we looked pale and that we ought to go south and soak up some of that Florida sunshine. We agreed with him and the



KONECUFF

next thing we knew, we were on one of two special planes bound for Florida and the special underwater premiere of "Underwater" at Silver Springs.

Those TWA planes are wonderful and we disembarked at Jacksonville loaded with wonderful food, champagne, and good thoughts to be whisked aboard buses to make the trip to Ocala and our destination a few miles beyond behind a police escort. It was pitch black, so no chance for a sun tan that day.

Cocktails for several score newspaper, magazine, and radio and TV representatives were served in a wonderful museum containing old-time carriages and automobiles and appropriately enough named "Carriage Cavalcade" after which the group adjourned across the road to the Silver Springs Restaurant for southern fried chicken y'all. By this time, two plane loads of west coast newsmen, stars, and starlets and studio representatives arrived and they went through the same procedure.

The next morning, up bright (?) and early, breakfast and then rides in glass bottom boats, a jungle cruise down the Silver River where some of the old "Tarzan" films were made with Johnny Weissmuller, and hundreds of photographs were taken at the Silver Springs dock as stars and starlets posed in and out of the water, with and without equipment. Just about the only ones without cameras were the monkeys and us, and I sometimes suspected the monkeys had 'em, too.

Lunch beneath Florida skies near Tommy Bartlett's Deer Park, then a visit

# BROADWAY GROSSES

(As of this Monday)

## Broadway Business Average

NEW YORK—Despite the arrival of several new films, business was just about average in the Broadway first runs.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Silver Chalice" (Warners). Paramount reported \$18,000 for the last four days of the fourth week.

"There's No Business Like Show Business" (20th-Fox). Roxy claimed \$19,959 for Friday, Saturday, and Sunday, with the fifth week anticipated at \$37,000.

"Deep In My Heart" (MGM). Radio City Music Hall, with Christmas stage show, garnered \$73,000 for Thursday through Sunday, with the sixth week sure of \$105,000.

"The Country Girl" (Paramount). Criterion reported that the fifth week would hit \$49,500.

"Prince Of Players" (20th-Fox). Rivoli expected the opening week to reach \$12,000.

"Theodora, Slave Empress" (IFE). Globe claimed the first week would tally \$15,000.

"Green Fire" (MGM). Mayfair was heading toward a \$13,000 fourth, and last, week.

"A Star Is Born" (Warners). Victoria held up well with \$18,000 claimed for the 14th week.

"20,000 Leagues Under The Sea" (Buena Vista-Disney). Astor claimed \$39,000 on the fourth session.

"Vera Cruz" (UA). Capitol expected the fourth week to reach \$30,000.

"3 Ring Circus" (Paramount). Loew's State was heading toward a \$20,000 fourth week.

to Ross Allen's Reptile Farm and some fascinating demonstrations, after which came a few moments of relaxation before going into town where the majority of the attendees were able to view the film in SuperScope on the screen of the Marian. While there we also got a chance to walk over to the opposition house, a Moss operation, the Ritz, managed by Harold Privalle, formerly with Loew's in NYC. He reported that business was pretty good with television not too disturbing a factor in the area as yet and that the house was just about ready to convert to CinemaScope.

Back to Silver Springs, a few miles out of town, for dinner and the premiere of the film which had Jane Russell, Richard Egan, and Lori Nelson, who star in the film, going down to sit on the underwater benches for the benefit of the scores of photographers on hand along with the other starlets and Gordon Scott, the new actor selected to play Tarzan in forthcoming films. There were a few hardy newspaper people who ventured down in the cold waters with aqualungs, masks, and waterproof Timex watches, but on the whole most of the others saw parts of the film from the boats with underwater portholes that are used for viewing the underwater splendors of the springs. A cocktail party climaxed the proceedings at the edge of the spring.

(Continued on page 17)



# Johnston Asks Changes In Industry Taxes

## MPEA Head Asks Treasury For Foreign Earnings Credit, Exemption For Profits Of Foreign Films

WASHINGTON—In two letters sent last week to Dan Throop Smith, assistant to Treasury Secretary Humphrey, relating to the film industry's tax situation in foreign countries, Eric Johnston, president, Motion Picture Exporters Association, suggested amendments to present tax bills which would aid American film exporters.

Urging the Treasury Department to include the film industry in the 14 per cent tax credit allowed certain businesses on foreign investment earnings, Johnston called the present bill unfairly discriminatory to the industry. Johnston expressed the desire that "a greater awareness of the exact nature of our business and our problems abroad will be manifested in proposing again a 14-point tax credit on foreign investment holdings."

Calling attention to the industry's heavy foreign investments and far flung operations, Johnston wrote, "To compare these investments and operations with a branch bank or an air transportation office in a single large city of some foreign country is utterly unrealistic." He added that "the provisions of last year's tax bill discriminated against an American business operation that met all of the tests laid down for eligibility for the credit."

Johnston also proposed the exemption of foreign film producers and distributors from the 30 per cent withholding tax now imposed on their film rentals in the United States. He called the withholding tax "an open invitation to foreign governments to retaliate against American companies by unfairly taxing their operations abroad." He added that the tax is based on the "fantastic misconception that 60 cents out of every dollar of film rental is not profit."

According to Johnston, the tax yields little revenue, and the treasury would collect larger income tax payments from United States companies if these companies were granted reductions from tax payments abroad. He also desired that the industry be taxed on net income and not on an arbitrary percentage of gross income.

President Eisenhower, in a recent special foreign trade message to Congress, requested that United States companies be taxed on certain overseas income at 14 percentage points less than the rate on domestic income. Last year's treasury proposal excluded film companies from these benefits, and the President's message gave no indication as to whether the Treasury had changed its views.

## Film Sale To TV Cleared

HOLLYWOOD—The injunction prohibiting Republic from releasing 85 Roy Rogers films to television was vacated last week by Federal Judge Pierson Hall. Hall's decision in the Rogers-Republic case was recently reversed by the Ninth Circuit Court of Appeals.

## Toll-TV Committee Meets To Map Strategy

NEW YORK—The first meeting of the full membership of the joint committee on Toll-TV will be held today and tomorrow (Jan. 19-20) at the Sheraton Astor Hotel.

The committee, headed by Trueman T. Rembusch and Alfred Starr as co-chairmen, will map anti-toll-TV campaign strategy, with eyes upon the Congress and the Federal Communications Commission. The meeting will also deal with the campaign's financing. It is expected that the committee will implement its demand that producers stand up and be counted on the toll-TV issue.

In addition to Rembusch and Starr, the committee consists of Philip F. Harling, Fabian Theatres executive; James Arthur, Cabart Theatres Corporation; and Abram F. Myers and Herman M. Levy, general counsels of National Allied and TOA respectively, who make up the committee's legal advisors.

## Franchise Bids Kept Secret

CHICAGO—Ted Lietzel, head of public relations, Zenith Radio Corporation, last week flatly refused to identify exhibitors said to have applied for franchises to operate Phonevision in their localities. He also refused to state how many exhibitors were involved and in what localities they were.

Lietzel was queried in connection with the assertion of Commander E. F. McDONALD, Jr., Zenith president, that if Phonevision is approved by the FCC, a number of theatre owners have already applied for franchises.

The financial participation of Theatre Owners of America in the fight against toll-TV was one of the subjects of a meeting held between E. D. Martin, president, Walter Reade, Jr., former president, Herman Levy, TOA general counsel, and Leonard Goldenson, president, American Broadcasting-Paramount Theatres.

TOA, along with Allied States Association, is a member of the joint exhibitors committee on toll-TV.

The exhibitors' committee is fighting to prevent quick FCC approval of toll-TV.

## I N D E X

VOLUME 53, NUMBER 12 JANUARY 19, 1955

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## Loew's Asks Delay For Stock Shuffle

NEW YORK—Loew's filed a petition last week with the District Court here asking for a postponement of two years in the deadline for distribution of stock in the new theatre company. The two-year extension was provided for in the consent decree, if the company was unable to divide its funded debt between the production company and the new theatre company, and could not get similar financing to replace it. The deadline was Feb. 6, 1954.

Justice Department officials claim that they are prepared to tell the court that they have found nothing to dispute in Loew's claims, and that though the decision on facts is up to the court, if the court decided for Loew's the extension is automatic.

The Loew's petition said that the present holders of the debt do not want to divide the debt, on the grounds that the present debt is backed by the assets of production, distribution, and exhibition, whereas the parts of the divided debt will be backed by only part of the company's assets. The present debt is at an extremely low interest rate, which would not be duplicated in any new financing.

Only the stock in the new theatre company is involved in the two-year extension.

## Circuit Appeal Denied

WASHINGTON—The appeal of Fanchon and Marco, Inc., against the Ninth Circuit Court of Appeals decision throwing out its anti-trust suit against eight distributors, National Theatres, and Fox West Coast Theatres was denied last week by the Supreme Court.

Fanchon and Marco claimed that the defendants had conspired to deny first-runs to its Baldwin, Los Angeles, but both the Los Angeles District Court and the Circuit Court found for the defendants in the action.

## Last Movie Holdout Succumbs

NEW YORK—Government officials of the Sheikdom of Kuwait have lifted a ban against the medium and authorized the formation of a company to build theatres and import films. This will permit the 200,000 residents to see motion pictures for the first time. The independent state is located on the Persian Gulf and was believed to be the last holdout against film entertainment.

## NT Deadline Extended

WASHINGTON—National Theatres last week was given another extension of its divestiture deadline under the original 20th-Fox consent decree. The new interim extension was until Jan. 31 to allow Justice Department officials and National Theatres executives time to work out a final order for carrying out the remaining divestiture. At the end of last month, NT still had 10 theatres to divest.



# NOW FROM PARAMOUNT THAT HAS EVERYTHING

**TOP STARS . . .** "Every performance a standout. Holden lends conviction—March delivers sock portrayal—Grace Kelly is warmly sympathetic—Mickey Rooney enacts a smash performance. A distinguished piece of picture making." —*VARIETY*

**FAMED STORY . . .** "Long awaited screen version of Michener's best-selling novel indicates top-column popularity and profit. All-out cooperation was extended by the Navy's air arm." —*BOXOFFICE*

**HUMAN DRAMA . . .** "Perlberg and Seaton are producing pictures in a new style. Following 'The Country Girl,' they have come up with another love story grounded in the actualities of human relations." —*FILM DAILY*

**MAGNETIC TITLE . . .** "Provocative title—four powerful names—terrific entertainment! A cinch to open big—and sell itself as it runs via praiseful comments of pleased audiences." —*M. P. HERALD*

**STRONG SHOWMANSHIP . . .** "Strikes high level of showmanship that assures hefty returns in all situations. Hard-hitting melodramatics . . . rich in human emotions." —*DAILY VARIETY*

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MICHENER'S

# THE BRIDGES

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*A Perlberg-Seaton  
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## FREDRIC MARCH • MICKEY ROONEY

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**DAY, JANUARY 20th**—Followed by hundreds of immediate dates. Make one of them yours!



# The International Scene . . . . .

## Canada

### Theatre Receipts Rise, But Attendance Falls

TORONTO—More money is being spent by the average Canadian on movies than ever before, according to the full report of the Dominion Bureau of Statistics recently issued. The report, a statistical study of the motion picture industry, covers 1953.

It is stated that Mr. Average Canadian spent \$8.30 on movies as compared with \$5.61 in 1943. The highest spenders on films in Canada live in British Columbia where the per capita expenditure was \$10.56. The next highest was Ontario where \$9.67 was spent. Low spender was Newfoundland, \$4.03. A logical explanation for this is found in the spread out nature of the province combined with the fact that there are few theatres.

Receipts for Canada's 1,906 theatres, excluding taxes, was \$100,889,361 or two per cent above the previous year, but the number of paid admissions decreased by nearly three per cent from the year previous. Amusement taxes of \$12,760,235 were paid while 241,182,726 persons passed through the turnstiles.

The film exchanges in Canada however, handled a volume of business amounting to \$35,446,293 which represented a 4.3 per cent increase over the \$33,979,599 handled in 1952. There was an increase in film rentals from \$32,911,042 in 1952 to \$34,436,609. Of the total film rental receipts of \$39,436,609, 83.8 per cent or \$28,871,729 represented 35mm. films for theatrical use. The value of 16mm. rentals for theatrical use was \$2,022,112.

No indication is made in the report of how much of this money was remitted to the U. S. Of course, not all of this would go directly to the producers, some moneys being taken off for overhead in Canada. All moneys taken in Canada are allowed to be remitted to the producer, less 10 per cent representing a portion of the income tax taken by the government.

New films of all types released during 1953 numbered 3,521, of which 2,983 were for theatrical use on a commercial basis. The bulk of the films came from the U.S., followed by France, then Great Britain, Canada and Italy. U. S. exported 779 films to this country, while France sent over 290, Great Britain 147, Italy 41, and Canada itself put two film titles on its screens.

Other countries sent 30 films. These involved such widely-separated geographical locations as Hungary, USSR, Germany, Czechoslovakia, Sweden, Spain, Australia, and India. Of the total new features released in this country, 981 were in black and white while 308 were produced in color.

There were 33 film companies operating in Canada in 1953, employing a total of 1232 persons in 124 exchange offices paying a total of \$3,540,676 in salaries and wages.

**CINE CHATTER:** Jack Labow, RKO Canadian general manager, and his Tor-



Prominent notables were among the record crowds that recently turned out for the European premiere of Warners' "A Star Is Born" at the Film-Bühne Wien in Berlin.

onto, Montreal, and Saint John branch managers attended an RKO regional sales meeting in New York, while other of his managers sat in at meetings held in Chicago, the coast and New Orleans. . . . Canadians spent \$28,405,648 on TV sets in the month of September, according to Dominion Bureau of Statistics' figures for radio and TV sales in that month. September was the best month yet recorded by DBS for TV sales in Canada. It tops the previous record established in August by 28,548. . . . First place in its group was captured by UA's Calgary branch. Bob Radis is manager. . . . An \$8,000,000 shopping centre to include a neighborhood theatre seating 1,030 is planned in Regina by Nipawin Theatres, Ltd. Two acres of land has been bought at a cost of \$12,000, and the development is to be undertaken within two years. Leonard B. Reinhorn, Regina, is president, Nipawin Theatres, Ltd., and Isador Reinhorn is general manager of the company. The company now operates the Nortwon, Regina; Roxy, Nipawin; and Skyview Drive-In, Nipawin. The new house would be one of the largest in the city. . . . Lincoln, St. Catharines, cancelled all its matinee performances for two weeks before Christmas. The temporary policy was in effect for "the shopping season." . . . J. J. Fitzgib-



Seen at the recent premiere of Columbia's "On The Waterfront" at the Paris Opera, France, for the benefit of a memorial to war victims, were, left to right, Morris Goodman, Columbia European sales manager; Mrs. Goodman; Paul Lazarus, vice-president, Columbia; Mrs. Lazarus; Nick Pery, vice-president, Columbia International; Marc Spiegel, MPEA European manager; and Roger Schwartz, president, French Columbia.

bons, chairman, Board of Governors, St. Michael's Hospital, Toronto, was named vice-chairman for the hospital's first fund drive, scheduled for January, the objective being \$5,105,000. . . . Manager Vic Nowe, Toronto Odeon, had a big Christmas tree in the lobby of his theatre inviting patrons to place children's gifts there for distribution at Toronto orphanages.

—HARRY ALLEN, JR.

## England

In London, the British Film Production Fund last week reported that in the year ending July 31, 1954, exhibitors paid into the fund under the Eady levy 2,750,518 pounds, compared for 2,732,726 in the previous year. At the present rate of exchange, one Pound equals \$2.80. A total of 2,498,187 Pounds has been disbursed to producer-distributors. Of this, 2,231,880 Pounds has been paid to 55 recipients in respect to 679 films of 3,000 feet, and 266,307 Pounds to 91 recipients in respect to 725 films of 3,000 feet or less. There remains 111,147 Pounds to be distributed. Principal payments were made as follows: Exclusive Films, 884,437 Pounds; General Film Distributors, 746,346 Pounds; British Lion, 409,235 Pounds; Associated British-Pathe, 230,747 Pounds; Independent Film Distributors, 152,971 Pounds; and Eros Films, 120,818 Pounds. Eight subsidiaries of the major American film companies share a total distribution of 187,407 Pounds; with United Artists at the top with 42,205 Pounds; next comes MGM with 35,780 Pounds; and Republic, 32,981 Pounds.

## Japan

"This Is Cinerama" had its gala premiere at the Tokyo Imperial, following a preview performance attended by government officials and cabinet members. Japan is the fourth overseas nation to show the multi-dimensional film medium. Toho Company is presenting the film in Japan by arrangement with Robin International, Inc., which has international distribution rights from Stanley Warner Corporation. Special commentary was recorded in Japanese. Imperial schedules three showings daily and four on Sunday and was sold out through January. Response is enthusiastic as indicated by lines of over a thousand at the box office from 8 A.M. to 10 P.M. The first theatre designed especially for Cinerama showings has been erected in Osaka, where "This Is Cinerama" opened on Jan. 15, under the same theatre policy.

## Mexico

In Mexico City, Eduardo Garduno, head, Mexican Film Industry Bank, predicts that more and better production in 1955 will result from improved organization for placing pictures at home and abroad and better financial help due to the organization of the trade's own bank.

Both government and trade want increased prestige for Mexican films abroad, according to the banker, so exceptional pictures are the aim. In 1954, an average Mexican picture cost between \$64,000 and \$72,000, but this year a production must cost \$160,000, according to Garduno, to insure quality.



## Industry Honors Rubin At Brotherhood Dinner

NEW YORK—More than 1,000 entertainment industry leaders representing a wide variety of faiths and races gathered in the Grand Ballroom of the Waldorf-Astoria Hotel last week for the ninth annual Brotherhood Dinner sponsored by the amusements division of the National Conference.

The dinner, launching the Brotherhood campaign for 1955 under the slogan of "One Nation Under God," honored J. Robert Rubin, permanent national chairman of the annual American show-business effort to foster understanding among people of all religious beliefs and creeds.

Senator William J. Fulbright, Arkansas, delivered a keynote address on the topic of world brotherhood to performers, executives, and other representatives of the film industry, radio, television, the theatre, sports, music, and scores of allied enterprises.

Featured speakers included Chancellor William P. Tolley, Syracuse University, who discussed the role of education in advancing inter-faith relations, and Everett R. Clinchy, president, National Conference. Louis Nizer was toastmaster.

Barney Balaban, president, Paramount, and chairman, dinner committee, presented Rubin with a plaque in recognition of his long service in the field of human relations. Rubin has been chairman of the Conference's amusement division since 1936.

## Hyams Named Israeli Distrib.

NEW YORK—A company to provide the motion picture industry of Israel with representation in the western hemisphere has been established by Barry Hyams, Inc., and agreements have been reached with Zvi Kolitz, Si'kor Films, producers of "Hill 24 Doesn't Answer" for Hyams to direct the American distribution of the first wholly Israel-made feature motion picture, it was revealed last week.

Prior to returning to Israel, Yehoshua Brandstatter, head of IMPS, concluded arrangements with Barry Hyams, Inc., to represent the studios here, and to distribute its series of varied-length subjects, the titles of which are "Son Of Sulam," "We Choose Life," "Let's Look At Israel," "Songs And Dances," "Jonathan And Tali," and "Tent City."

The new company also reached an agreement with Brandstatter on the production in Israel of a series of half-hour stories of the Old Testament in color for general and educational distribution.

## Skourases Plan Two For UA

NEW YORK—A new corporation was formed last week by Spyros S. Skouras and Plato Skouras, sons of 20th-Fox head Spyros P. Skouras, to make two pictures for release through United Artists. The pictures are "A Kiss Before Dying" and "A Killer Is Loose." No casts or directors have been chosen for the films, one of which is scheduled to get underway in February with Jacks and Goldstein producing. The contract is entirely separate from the one between Jacks and Goldstein to produce 10 pictures for United Artists.

# Fabian Reports All SW Interests Successful; Company Earnings Up

WILMINGTON, DEL.—Simon H. Fabian, president, Stanley Warner Corporation, told stockholders at the annual meeting here last week that the second Cinerama presentation, "Cinerama Holiday," will open at the Warner, New York City, on Feb. 8.

Pointing out that Redbook named "Cinerama Holiday" the picture of the month, Fabian said, "Sneak previews and early press reviews forecast that this feature produced under the personal direction of Louis de Rochemont, will prove an exceptional boxoffice success. Following the New York premiere, four more cities will begin the run of 'Cinerama Holiday' before the end of February, Detroit, Pittsburgh, Philadelphia, and St. Louis."

In response to a question by a stockholder, Fabian expressed the hope that a mobile unit for showing Cinerama in smaller cities without permanent installation may be ready this spring.

Gross SW income for the first quarter of the current fiscal year, which ended Nov. 27, 1954, was \$23,320,455 as compared with \$13,794,100 for the same quarter one year ago, Fabian said. Net profit after all charges was \$1,110,144, equivalent to 50 cents per share, compared with \$523,100 or 21 cents per share on the common stock for the corresponding quarter last year.

The figures for the quarter ending include the operations of International Latex Corporation, which was acquired on April 30, 1954.

All major branches of Stanley Warner are operating profitably, the share owners were told in answer to a stockholder's question, but company officials declined to give a breakdown for competitive reasons.

Fabian said he will recommend to the board next Monday a 25 cent dividend payable Feb. 25, and looked forward with assurance and confidence to the continued growth, expansion, and further diversification.

"Nearly 250 of our theatres," Fabian said, "have been equipped with wide-screens and the necessary supplemental equipment and 170 theatres have been equipped with stereophonic sound units . . . We have completed our divestiture program required under the terms of the consent decree and subsequent court order."

The stockholders reelected to the board included Fabian, Samuel Rosen, executive vice-president, and David G. Baird, chairman of the finance committee, with Fabian and Rosen each receiving 1,833,247 votes while Baird received 1,833,200. According to the proxy statement, Baird owns no stock in the company.

About 83.9 per cent of the outstanding stock was represented at the meeting, which was presided over by former Federal Judge Hugh M. Morris.

An amendment to the certificate of incorporation, providing for two year terms for directors, was adopted by the stockholders. Price Waterhouse and Company were again named independent public accountants.

Company officials present included Fabian, Rosen, W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Charles Schwartz, counsel; and Harry Goldberg, advertising and publicity director, as well as A. J. Vanni, Philadelphia out-of-town zone manager, and Lewis S. Black, Wilmington city manager.

## Lardner Appeals

WASHINGTON—The Supreme Court was petitioned last week by Ring Lardner, Jr., to overturn a Ninth Circuit Court of Appeals ruling, upholding the 20th-Fox's decision to discharge him under the moral turpitude clause in his contract for refusing to answer questions regarding alleged Communist associations before the House Un-American activities Committee in 1947. The case will probably set a precedent for deciding similar suits brought by industry workers who were fired for refusing to answer questions.

## NT Research Fund Gets First Workout

LOS ANGELES—Fox Midwest and Fox Inter-Mountain organizations are making the first use of the \$500,000 research fund established by National Theatres last month to discover what influenced patrons to see "There's No Business Like Show Business" and "20,000 Leagues Under The Sea," it was announced last week.

The research fund is available to all NT showmen, and Elmer C. Rhoden, president, National Theatres, urges them to take advantage of it.

## Skiatron Tests Begin

NEW YORK—Arthur Levey, president, Skiatron Electronics and Television Corporation last week announced the starting of intensive high frequency tests in the Hartford, Conn., area, where more than 235,000 UHF convertors are already in use. The FCC authorized field tests over WGTG-TV have been marked by "very satisfactory" reception of both video and audio signals on Skiatron's new UHF decoders, according to Levey.

Discussing the acceptability of toll-TV, Levey said that nationwide surveys by economists hired by Skiatron have confirmed the acceptance of pay TV by approximately 82 per cent of the public sampled in the principle markets. Subscriber-Vision, which will be produced world-wide by Skiatron TV Corporation, is now ready to go into operation immediately upon the FCC's approval.

## Branson's Father Dies

NEW YORK—Charles E. Branson, father of Walter E. Branson, RKO's world-wide sales manager, died last week in Stanton, Neb. He was 80 years old. Branson left immediately to attend the funeral services.

Survivors include the widow and another son.



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handsomely mounted, and should be

ATLANTA • CHARLOTTE • DALLAS • MEMPHIS • OKLAHOMA • ADAMS • BOSTON • BROCKTON • SPRINGFIELD, MASS. • PITTSBURGH • ITHACA • MILWAUKEE • NIAGARA FALLS • FRANTON • WILKES BARRE • WILLIAMSPORT • POTTSVILLE • CHARLESTON, W. VA. • NEW YORK CITY • ZANESVILLE • HEELING • WASHINGTON, D. C. • RIE • EVANSVILLE • INDIANAPOLIS • FFERSON CITY • SPRINGFIELD, ILL. • LOOMINGTON • CHICAGO • DETROIT • ANVILLE • DES MOINES • DUBUQUE • ATERLOO • ST. LOUIS • RACINE • INNEAPOLIS • ST. PAUL • SIOUX FALLS • SMARCK • OMAHA • NEW HAVEN • INOT • SIOUX CITY • BIRMINGHAM • IATTANOOGA • KNOXVILLE • NEW • ONTGOMERY • COLUMBUS • SHEB • JACKSONVILLE • DAYTONA • MARY • REENVILLE • WILMINGTON • AMARILLO • HOUSTON • SAN • EAUMONT • CORPUS CHRISTI • KANSAS CITY • ST. JOSEPH • WENSBORO • NEW ORLEANS • ALEXANDRIA • DAVEN • ENVER • CHEYENNE • LAS VEGAS • PORTLAND, ORE. • RADFORD • LIMA • FARGO • PITTSBURGH • SAN • AN DIEGO • SAN FRANCISCO • SALT LAKE CITY

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KEY RUN SET IN FIRST  
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**CIN**

with DIANNE FOSTER • BRIAN KEITH • MAY WYNN • WARNER ANDERSON

Screen Play by HARRY KLEINER - Based upon a novel by DONALD HAMILTON - Produced by LEWIS J. RACHM

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# ENTERTAINMENT

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*Motion Picture Daily*

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# 20th-Fox Sales Session Stresses Production Plans, Merchandising

NEW YORK—The costliest and most ambitious production program in the history of 20th Century-Fox will see Darryl F. Zanuck placing 10 top-budgeted properties before the cameras during the next six months, Al Lichtman, director of distribution, disclosed at the opening session last week of a divisional sales meeting.

Speaking at a specially-called parley of domestic and Canadian sales and home office sales and advertising executives to chart merchandising plans for product to be released during the first quarter of 1955, the sales head termed the line-up as the most formidable boxoffice attractions in years.

Pictures in the CinemaScope line-up are "House of Bamboo," starring Robert Stack, Robert Ryan and Shirley Yamaguchi, produced by Buddy Adler and directed by Samuel Fuller; "Pink Tights," starring Dan Dailey and Sheree North, produced by Samuel G. Engel and directed by Henry Levin; "Sir Walter Raleigh," starring Bette Davis, Richard Todd, Joan Collins, and Jay Robinson, produced by Charles Brackett and directed by Henry Koster; "The Left Hand of God," starring Humphrey Bogart and Gene Tierney, produced by Buddy Adler and directed by Edward Dmytryk; "The Tall Men," starring Clark Gable, produced by Howard Hawks and William A. Bacher; "A Many Splendored Thing," starring Jennifer Jones and William Holden, produced by Buddy Adler and directed by Henry King; "Lord Vanity," starring Clifton Webb, Robert Wagner, Martine Carol, and Peter Ustinov, produced by Charles Brackett and directed by Delmar Daves; "Seven Cities of Gold," a Charles Brackett production; "How To Be Very, Very Popular," starring Marilyn Monroe, produced and directed by Nunnally Johnson; and "The View From Pompey's Head," a Philip Dunne production.

With 13,500 theatres equipped for CinemaScope throughout the world and 17,000 expected by March of this year, the new entertainment medium has been embraced both by the public and exhibitors, Lichtman said.

CinemaScope with its important adjunct of stereophonic sound, he added, has caught the imagination of the world public and that to meet the demands of audiences, the rate of theatre installation in the United States and Canada is proceeding at an average of more than 200 per week. To meet this growing source of theatre outlets, virtually every major producing studio and many independent producers are turning their time, talents, and top attractions to CinemaScope, he declared. This upswing in CinemaScope production will see approximately 125 releases in the new medium during the current year.

Continuing his remarks, the director of distribution urged division managers to mobilize their respective staffs for closer liaison with exhibitor customers. He emphasized that a constant exchange of ideas and information is vital to the continuing success of both groups, and that better trade policies will result from this spirit of harmony and teamwork.

## News Tip Offered In 35th COMPO Ad

NEW YORK—A suggestion that there's a good story in the local history of each community's motion picture theatre is the theme of the 35th COMPO ad published last week in Editor and Publisher. The peg for the story, the ad explains, is that it was 60 years ago this year that the first public exhibition of a motion picture took place in a converted shoe store in New York City.

The ad, directed to editors of local newspapers, says, "The theatre in your city, of course, is not 60 years old, but it might make a highly readable local story to trace the development of the 'passing fad' of the movies into the deep-rooted, irreplaceable part of the community life which they have become."

## New DCA Outlets Named

NEW YORK—Three new franchise holders have joined in Distributors Corporation of America's program of tailored distribution, announced Charles Boasberg, vice-president and general manager, and Irving Wormser, vice-president and general sales manager last week.

They are Albert Dezel, Detroit, Albert Dezel Productions, Inc.; W. H. Gaffney, Kansas City, Dixie Enterprises; and William Benjamin, Milwaukee, Screen Guild Productions.

Franchise holders will sell secondary markets of DCA pictures. "Hunters Of The Deep" is DCA's first release, with nine others already announced.

Better forms of theatre programming, at conventional and drive-in theatres, should be explored, he declared, with showmanship and imagination as the by-word.

Discussions on the merchandising and promotion of 10 pictures scheduled for release through April and a review of general company sales policy were also held. "Prince of Players" was screened for delegates.

Leading the talks with Lichtman were Charles Einfeld, vice-president; W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, western sales manager; and Glenn Norris, eastern sales manager. Murry Silverstone, president, 20th Century-Fox's International Corporation, also was present for the product and policy discussions.

Regional and local exhibition conditions in the United States and Canada were the topics of discussion at the concluding session, held under the respective chairmanships of Harrison and Norris. Participating in the talks were Lichtman, Gehring, and Silverstone.

Returning to their offices after the meetings were Martin Moskowitz, Atlantic; T. O. McCleaster, central; J. M. Connolly, northeast; M. A. Levy, midwest; H. G. Ballance, southern; and Paul S. Wilson, assistant southern; Herman Wobber, western, and Reville Kniffen, assistant western; and Peter Myers, Canadian.

# Loew's SEC Report Reveals Exec Salaries

WASHINGTON—Loew's, Inc., paid J. Robert Rubin, who retired as vice-president and general counsel last August, \$1,200,000 for his residual rights in MGM films, it was disclosed last week in a Loew's statement filed with the Securities and Exchange Commission.

The statement also listed officer's salaries for the year ended Aug. 31, 1954. The salaries listed are Nicholas M. Schenck, president, \$224,786; Dore Schary, vice-president, \$200,000; Howard Dietz, vice-president, \$104,286; Leopold Friedman, vice-president, \$130,357; Benjamin Thau, vice-president, \$189,383; Charles C. Moskowitz, vice-president, \$156,429; and Joseph R. Vogel, vice-president, \$156,429.

Vogel and Friedman have resigned as directors and officers to join Loew's Theatres.

A payment of \$33,800 to retired vice-president William F. Rodgers and of \$176,816 to Rubin, also retired from the vice-presidency, were noted. All directors and officers as a group earned \$1,996,867, it was noted.

Loew's reported that Rodgers received out of an escrow fund \$3,914 monthly during the fiscal year and will continue to receive such payments until 1962, and thereafter at the rate of \$2,175 monthly until June, 1967.

The report also revealed that a provision had been added to Schary's contract for him to render consulting services in connection with production for a period of nine and a half years after Jan. 18, 1958, the date of expiration of his exclusive services, such services to be paid for at the rate of \$1,923 a week.

Rodgers and Rubin, in accordance with the terms of the companies retirement plan, elected to take a cash payment in lieu of an annuity for life of \$28,482 and \$41,795 annually, respectively.

## Schine Phone Records Probed

BUFFALO—According to government evidence last week in the contempt trial of the Schine Circuit, telephone service to the Elmart Theatres, Inc., office in Schine Chain Theatres, Inc.'s home office building in Gloversville, N. Y., was provided through the Schine switchboard and charged to the Schine company.

The evidence, including photostatic copies of telephone company records, was introduced to support the government's claim that Elmart Theatres was operated under the Schine Corporation's control. The telephone records of the Schine Theatres and of Darnell Theatres, another defendant in the suit, were also put in evidence by government trial attorney Joseph E. McDowell.

A government witness was questioned by the defense in an attempt to bolster the defense claim that an unfavorable market for theatres, brought about by television and drive-ins, prevented the Schine Theatres from making divestitures as ordered in Judge Knight's 1949 decree.

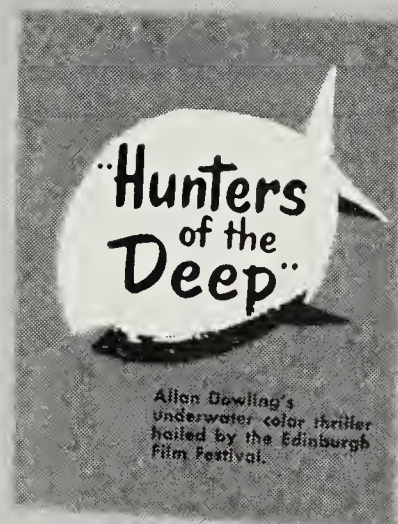
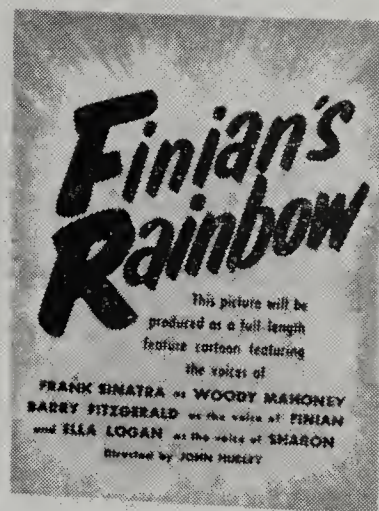
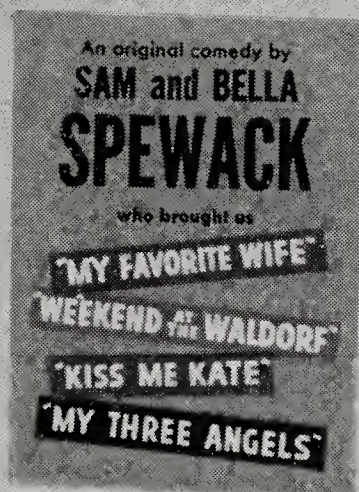
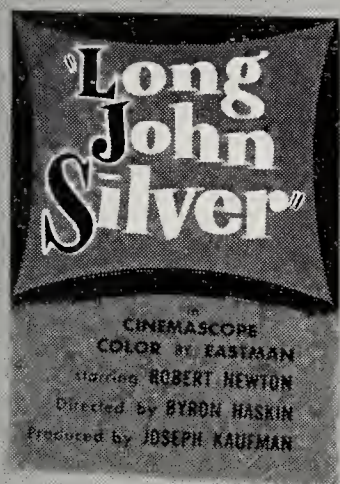
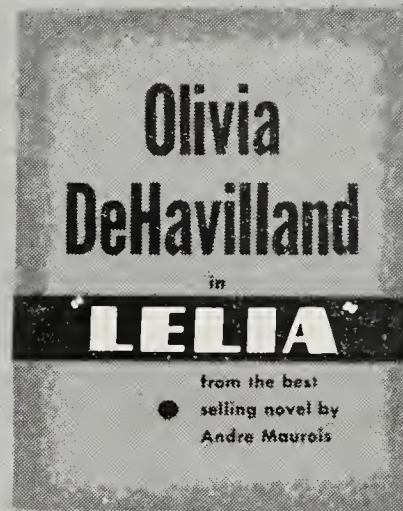
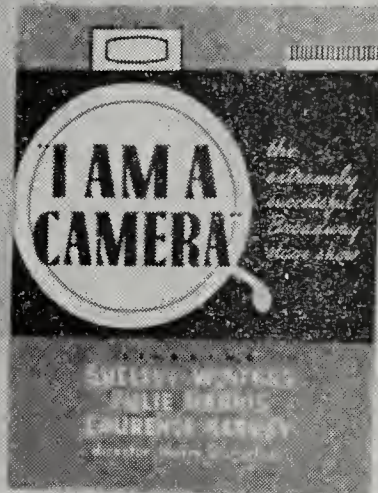
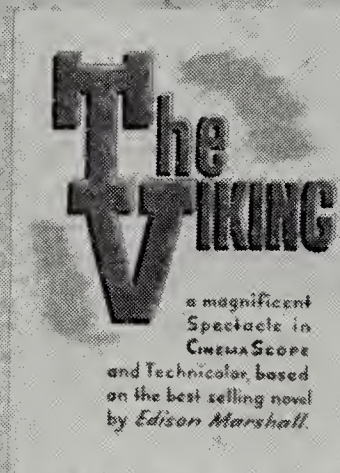
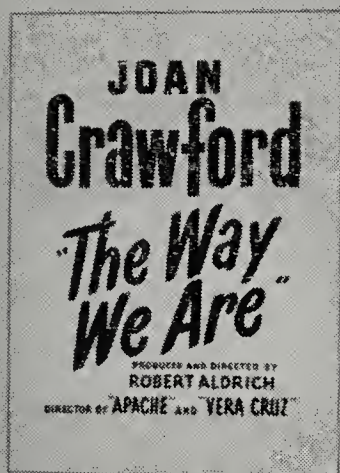
The witness was Frank Nolan, operator of drive-in theatres in Ohio and Kentucky, and former district manager in the Ohio area for Schine Theatres prior to and after the decree.



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**"The SURVIVORS"**

directed by John and Roy Boulting

Romance and Adventure on the high seas

RICHARD BASEHART  
ALIDA VALLI  
TREVOR HOWARD

**"The STRANGER'S HAND"**

written by GRAHAM GREENE

# LOOMING BIG ON THE BOXOFFICE HORIZON!

DISTRIBUTORS CORPORATION OF AMERICA!



## 700 Fete Schmertz At 50-Year Dinner

CLEVELAND—Seven hundred theatremen and distributors from Ohio, Detroit, Buffalo, Pittsburgh, Albany, Washington, and New York were expected to attend the exhibitors' testimonial dinner to I. J. Schmertz, branch manager, celebrating his 50th anniversary of association with 20th-Fox early this week at the Hollenden Hotel.

This announcement was made by arrangements committee co-chairmen Moe Horowitz, Nat Shuz, and Jack Silverthorne, and including Joe Lissauer, Leo Jones, Jack Shulman, Marshal Fine, Edward Prinsen, Bert Leftkowitz, Jack Armstrong, and Leonard Greenberger.

Al Lichtman, 20th-Fox director of distribution, was head of a delegation of home office executives set to join with other industry figures at a gala event.

With Lichtman was to go W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Glenn Norris, eastern sales manager; Jack Bloom, assistant to the eastern sales head and major circuit contact; and Roger Ferri, editor of *Dynamo*.

Among the many personages to attend the salute to Schmertz, who also is celebrating his 28th anniversary as Cleveland exchange head, were to be Moe Silver, Nat Feldman, Gerald Shea, Ray Moon, Jim Sharkey, Ray Smith, Sam Galanty, Milt Cohen, Pete Dana, Howard Brown, Ira and George Sichelman, Chief Justice of Common Pleas Court Hon. Judge Sam Silbert, and Hon. Judge Arthur Day.

### UA World Gross Soars

NEW YORK—United Artists and its subsidiaries earned a world gross of \$43,100,000 in 1954, announced Robert S. Benjamin, board chairman, last week.

The annual record of gross income since 1951 when the present management came to United Artists, is 1951, \$19,900,000; 1952, \$29,300,000; 1953, \$38,600,000; and 1954, \$43,100,000. The 1954 gross represents a new high in the 35 year history of the company, Benjamin said.

## This Was The Week When . . . . .

Twentieth Century-Fox's "The Racers" was set to premiere at the Roxy on Jan. 28. . . . It was announced that Warners' "Battle Cry" would open simultaneously at the Egyptian and Downtown Paramount in Hollywood. . . . "West Of Zanzibar," U-I J. Arthur Rank production, premiered at the World, New York. . . . Republic declared a five per cent common stock dividend, payable on April 1. . . . The "Players Premiere" of 20th-Fox's "Prince Of Players" took place at the Rivoli, New York. . . . United Artists' New York, Charlotte, and Calgary branches captured first places in the current Robert S. Benjamin Drive. . . . The world press premiere of Warners' "Unchained" was set for Jan. 19, in Chino prison. . . . Universal-International's branches began the 1955 Daff Drive with a record billings figure far above last year's similar week.

UA set a unique benefit premiere of "Romeo And Juliet" at the Lux, Panama City, with proceeds donated to a reward fund to aid in the capture of the assassins of President Jose Antonio Remon. . . . MGM expanded its personality tours all over the country in line with its exhibitor salute. . . . The French-made "Holiday For Henrietta" was set for its American premiere on Jan. 24 at the Fine Arts, New York. . . . Columbia announced a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock, payable on Feb. 15 to holders of record on Feb. 1. . . . "The Wages Of Fear," winner of the Cannes Film Festival, was set to follow "Animal Farm" into the Paris, New York. . . . The National Theatres board voted a quarterly dividend of 12½ cents per share on outstanding common stock, payable on Feb. 3 to holders of record on Jan. 20. . . . Robert Strauss started on a 15-city tour to publicize Paramount's "The Bridges at Toko-Ri."



Seen getting set recently for the world's first underwater film premiere are Lori Nelson, co-star, RKO's "Underwater!" with Willard Volt, president, Volt Rubber Company, left, and Swim-Fins designer Owen Churchill. Similar outfits were worn at the world's first drive-in premiere when the film was shown under water at Silver Springs, Fla., with two plane loads of celebrities and newspaper representatives flown from Hollywood and New York for the unique event.

### Stock Notes

WASHINGTON—A report, issued last week by the Securities and Exchange Commission, covering trading by officers and directors in film company stocks, shows the following transactions, all taking place in November.

George D. Burrows bought 24,750 shares of Allied Artists to bring his holdings to 28,486 shares; in Paramount stock, Barney Balaban, president, sold 5,000 shares, leaving his holdings at 14,400 shares; Y. Frank Freeman sold 200 shares, leaving himself 1,500; Maurice Newton bought 300 and gave away 300, leaving his holdings at 1,000; William F. Whitman bought 1,600 shares of RKO Theatre Corporation common for a total holding of 1,900 shares; Joseph A. McConville sold 2,000 shares of Columbia common, leaving his holdings at 4,951 shares; Elmer C. Rhoden bought 2,000 shares of National Theatres common, increasing his personal holding to 23,300 shares, plus 10,225 controlled through holding companies; Preston Davie sold 300 shares of U-I common, leaving himself with 109 shares.

Recent trading in industry stocks has been regarded as heavy.

## About People

NEW YORK—Hazard E. Reeves, president and chairman of the board, Reeves Soundcraft Corporation, announced last week the election by the board of two executive vice-presidents and one new vice-president. Frank B. Rogers, Jr., a vice-president since 1951, becomes executive vice-president in charge of Soundcraft operations, and Homer W. Clapper, president, Bergen Wire Rope, a Soundcraft subsidiary, becomes an executive vice-president in charge of that division. William H. Deacy, who joined Soundcraft in 1952 as a sales engineer, was elected a vice-president in charge of sales engineering.

NEW YORK—Spyros S. Skouras, president, Skouras Theatres, has accepted the post of chairman, New York area exhibitor committee, National Conference's Brotherhood Drive for 1955, it was announced last fortnight by John H. Harris, national chairman, amusements division of the Brotherhood campaign. Exhibitors will support the Brotherhood Drive by soliciting membership contributions from theatre patrons. Features of the showmen's campaign include special posters, display boards, valences and brochures.

NEW YORK—Richard Altschuler, vice-president and world-wide sales director, Republic, last week announced the appointment of Edmund C. Grainger as sales manager in charge of circuit operations. Grainger was recently affiliated with RKO Theatres in charge of buying and booking. Prior to that time he was president, Shea Enterprises, and for many years he was eastern division sales manager, 20th-Fox.

NEW YORK—The confectionery sales department of American Broadcasting-Paramount Theatres will be managed by Walter McCurdy, it was announced last week. This position was formerly held by Herbert Hahn, who is presently handling stockholder relations for the company. McCurdy was associated with Kendall Mills prior to his going to AB-PT in 1953.

NEW YORK—Robert J. Corkery and Irving Maas were elected vice-presidents of the Motion Picture Export Association last week, during a meeting of foreign managers. Corkery will remain director of Latin American affairs, while Maas retains his job as head of Far Eastern affairs.

NEW YORK—Olin H. Clark, eastern story editor, MGM, last week accepted the chairmanship of the motion picture division for the 1955 April Cancer Crusade of the New York City Cancer Committee, according to John Reed Kilpatrick, president, Cancer Committee.

NEW YORK—The appointment of Neil Agnew as national sales manager of the Eastman Color feature, "Day Of Triumph," was announced last week by George J. Schaefer, distributor.

### Schneider Signs Warners Pact

WASHINGTON—A Warner Brothers report filed with the Securities and Exchange Commission last week revealed the signing of a new five-year contract for Samuel Schneider, vice-president.

The new contract states that Schneider will be paid \$1,750 per week, plus \$250 weekly extra for entertainment purposes.



## In The Newsreels

IN ALL FIVE: Bermuda: Sea rescue. Germany: USSR releases two U. S. captives. Grossinger, N. Y.: Barrel jumpers. IN ADDITION TO THE ABOVE:

MOVIEONE NEWS (Vol. 38, No. 6) Italy: Rome traffic policemen showered with gifts. Sun Valley, Idaho: Shah of Iran and wife visit. New York: Spyros P. Skouras feted at dinner. Los Angeles: Golf tourney. New York: Swedish gym team. Basketball: Kentucky streak ends.

NEWS OF THE DAY (Vol. XXVI, No. 240) Korea: Seoul fire. San Francisco: Japanese orphans. Washington: Polio girl calls on President. New York: Swedish gym team. Los Angeles: Golf tourney.

PARAMOUNT NEWS (No. 43) Miami, Fla.: Spring hat preview. Washington: Polio girl calls on President. Italy: New Archbishop of Milan. New York: Basketball: Notre Dame swamps NYU.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 638) San Francisco: Asian refugees arrive. Washington: Polio girl calls on President. New York: Spring hats.

WARNER PATHE NEWS (Vol. 26, No. 45) Korea: Seoul fire. Washington: Polio girl calls on President. Germany: Adenauer marks 79th birthday. England: Wedding bells for Herbert Morrison. Italy: "Changeabout" fashions shown in Venice. New York: Basketball: Notre Dame swamps NYU.

IN ALL FIVE: Washington: 84th Congress under way.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 5) Holland: First USAF unit welcomed. India: Yugoslavian President visits Gandhi Shrine. France: "Miss France" named. Australia: U. S. stars recapture Davis Cup. Germany: Ski meet.

NEWS OF THE DAY (Vol. XXVI, No. 239) Washington: Lighted suit aids carrier landings. Japan: Thousands hail Emperor. France: Paris subways are perfumed. New York City: Golden Gloves tourney.

PARAMOUNT NEWS (No. 42) Baltimore, Md.: First four-jet flying boat joins Navy. U.S.A.: Trial flight of the Air Force Supersonic Interceptor F-102-A. New York: Fashions for warmer climes. Germany: Ski meet. Australia: U. S. stars recapture Davis Cup.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 637) Panama City: Slain President buried. Holland: First USAF unit welcomed. U.S.A.: Trial flight of the Air Force Supersonic Interceptor F-102-A. New York: Golden Gloves tourney. Germany: Ski meet.

WARNER PATHE NEWS (Vol. 26, No. 44) Panama City: Slain president buried. Egypt: Suez Canal clear after shipwreck. France: "Miss France" named. Baltimore, Md.: First four-jet flying boat joins navy. Washington: Lighted suit aids carrier landings. Germany: Ski meet. Australia: U. S. stars recapture Davis Cup.

### Dezel Gets Release Rights

NEW YORK—Albert Dezel announced last fortnight that he had concluded distribution arrangements with Gaston Hakim and Carroll Pictures, whereby he will release their product in Detroit, Kansas City, St. Louis, Louisville, Cincinnati, and Cleveland territories.



Dick Pitts, former director of public relations, Theatre Owners of America, was recently named director of advertising of Filmack Trailer Company, Chicago. He replaces Lou Kravitz, elected vice-president in charge of sales.

### Konecoff

(Continued from page 6)

The next morning east and west coast contingents breakfasted and embarked on the return trip home and the cold weather.

Bits: Y'know, they do give you all the orange juice you can drink for a dime . . . the bus ride from Jacksonville to Silver Springs took us longer than did the trip by TWA from New York to Jacksonville . . . Debbie Reynolds made a surprise visit enroute to a meeting with Eddie Fisher in Miami. She's cute . . . TV and radio breaks were obtained immediately following the event on many of the more popular shows . . . Richard Egan, Lori Nelson, and RKO fashion designer Michael Wolfe returned via N. Y. where some more promoting on the film was in the offing . . . Gordon Scott tells us that future Tarzan pix might well be produced in color and that plots will revert back to more faithful following of the Edgar Rice Burroughs books and plots . . . Joe Tushinsky told us that his lenses were getting wonderful reception whenever they go into a theatre and that the price has been reduced to less than \$400 per pair with them doing their own distributing. About two thousand houses have them presently and a number of features are being scheduled in his process, SuperScope . . . The underwater projector was made of a special water resisting plastic imbedded with aluminum to increase reflective properties (No. 4). It was laced in a steel frame with rubber cord and suspended in 20 feet of water and measured 15 by 30 feet. This type will be made available to theatres. It can be washed and is seamless . . . The projection machine was standard equipped with an arc lamp utilizing 10 kilowatts and was 52 feet from the screen with the projection booth glass walled. Projection through clear water was no problem with the image reduced by about 30 per cent over normal . . . Sound speakers were placed both above and below water with the underwater horns being secured near the viewers . . . It was an impressive job with coast ad-publicity chief Perry Lieber, Mervyn Houser, and Al Stern and staff putting in a lot of work and effort to keep everyone happy.

When we returned, we ran into the same character who urged us to go south

and again he asked us why don't we go to Florida for a bit of sunshine. Some days it don't even pay to get up in the morning.

**WELCOME CELEBRATION:** Recently United Artists hosted a reception at the 21 Club for Kirk Douglas and members of the press to welcome the star and his newly-organized film company Bryna Productions into the company fold. He intends producing six features with the first two being "Viking Raiders" and "Van Gogh" with himself starring in both. On hand were most of the top company executives including Arthur Krim, Robert Benjamin, Bill Heineman, Max Youngstein, F. W. Winikus, and others. Nice party.

**THE METROPOLITAN SCENE:** The January issue of McCall's has a pictorial layout on the Disneyland Amusement Park scheduled to open next summer while Time and Woman's Home Companion have stories on Disney product to bring the publication picture up to date. . . . Yet another item to be noted is that Gina is in the news again with a three-page color picture layout and story on Miss Lollobrigida in Collier's. . . . Max Weinberg, free-lance script-writer, was off for Rome on a picture assignment. . . . "Prince Of Players" had a special "Players Premiere" prior to the regular opening with all the casts of Broadway plays invited. . . . The "Go See Picture of the Month" for January selected by the New York Subways is "Prince Of Players." . . . Okeh pressbooks are out on "Untamed" and "Six Bridges To Cross." . . . Attention-getting mailing piece went out to exhibitors on "The Far Country," with Jimmy Stewart. . . . The first film to be held over at the RKO Palace in five-and-a-half years was UA's "Black Tuesday," in which Edward G. Robinson rubs out actors right and left. . . . Big production in pressbooks is out on "Hansel And Gretel" and okeh issues are out on "Abbott And Costello Meet The Keystone Kops," "Black Tuesday," and "Three Ring Circus."

### Wanted: Field Representative

Must have complete understanding of exhibitor's problems and desire to work for their solution. This job will require constant travel. It offers unlimited opportunity to meet and serve the world's nicest people—theatre men and women. Outline your qualifications by letter to:

**GEORGE GAUGHAN**

**THEATRE OWNERS OF AMERICA**  
1501 BROADWAY  
NEW YORK CITY, N. Y.

All replies will be kept confidential



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*

## "Tuesday" Gets Rise From Bread Tieup

NEW YORK—A national co-op promotion combining a strong slate of newspaper ads and wide-ranging retail store support has been set in behalf of United Artists' "Black Tuesday" with the Hollywood Bread Company, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

The ad campaign spotlighting "Black Tuesday" will blanket every exchange area of the country with insertions in 137 top-circulation newspapers. The displays, featuring a photo of Jean Parker, are timed to break with local openings and will carry prominent playdate announcements.

More than 4,300 super-markets and grocery stores carrying the Hollywood line will drumbeat the United Artists release with window streamers and counter builds employing display cards, scene stills and playdate credits.

## Balaban Explains VistaVision

NEW YORK—Theatremen, newspaper editors and critics, and television and radio commentators throughout the country are receiving in the mails from Paramount branches reprints of the company's four-page trade paper insert presenting an account by Barney Balaban, president, of the unlimited potential and the new trend that VistaVision is setting.



Manager Bill Roberts, Los Angeles, Los Angeles, recently used this giant "medicine man" as street bally for United Artists' "The Golden Mistress." The towering tribesman padded through downtown district to spread word of the opening.

## "Chic" Salutes "Romeo"

NEW YORK—United Artists' "Romeo and Juliet," internationally-honored Technicolor film, will receive a three-page salute in the February issue of Chic magazine, it was announced last week by Francis M. Winikus, national director of advertising and publicity.

The big-space story-and-picture layout booming the J. Arthur Rank presentation features Susan Shentall, who stars as the heroine of Shakespeare's classic drama. The Chic break for "Romeo and Juliet" follows spreads in national magazines including Life, Time, Vogue, Mademoiselle, and Cue.

## Varied Bally Helps U-I's "Bridges" Debut

BOSTON—The local world premiere and the New England territorial saturation kickoff of Universal-Internationals' "Six Bridges To Cross" is being backed by a record integrated television, radio, and newspaper advertising campaign with more money being expended on the combined campaign than in any similar territorial launching of a film in the history of U-I, it was disclosed last week.

"Six Bridges To Cross," based on the famous \$2,500,000 Boston robbery, will have its world premiere at the RKO Memorial today (Jan. 19) launching more than 150 dates in the territory.

The record integrated television-newspaper advertising campaign has been set for Boston; Providence; Augusta, Bangor, and Portland, Me.; Manchester, N. H.; Springfield, Mass.; New Haven; and New Britain, Conn.

In addition to the record territorial advertising campaign the picture is also being backed by a record territorial personal appearance tour with Tony Curtis and George Nader, stars of the film; Claudia Hall, featured in the film; and Joseph Dinneen, veteran Boston crime reporter on whose Collier's Magazine story "They Stole \$2,500,000—And Got Away With It," the picture is based, scheduled to visit 14 cities in the territory for television and radio appearances and participation in local promotions. The picture was shot in Boston and the surrounding territory.

## MGM Spurs Exploitation

NEW YORK—Starting with the recent fourth Workshop meeting at the Cosmopolitan Hotel, Denver, MGM introduced a new idea for getting exhibitors to submit campaigns on pictures.

As soon as exhibitors are sent letters of invitation to the Workshops from now on, such invitations will be followed by a pink sheet, printed in black, and inviting them to submit ideas that have proven successful in the exploitation of MGM product.

Exhibitors are to be permitted as many entries as they wish to make; but they must be received by the date of the Workshop held in their area. A judging committee will select the best entry and the winners will be announced at the conclusion of the Workshop session. If enough entries are submitted, it is planned to compile a handbook to be published and distributed to exhibitors.

## Tune To Plug "Stranger"

NEW YORK—"Not As A Stranger" will have a title song with music by Jimmy Van Heusen and lyrics by Buddy Kaye, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists, which is releasing the Stanley Kramer production.

**THE MAN WITH THE ROPE SCAR ON HIS NECK!**

COLUMBIA PICTURES presents  
**DANA ANDREWS**  
**DONNA REED**

**THREE HOURS TO KILL**

with **DIANNE FOSTER**

TECHNICOLOR

On the Same Program  
**MYSTO FOX**  
Color Cartoon  
**SCREEN SHOTS**  
Hoo la Hollywood  
Canada Carries On  
**WAR ON WANT**

**Shed's** REGULAR PRICES  
Opening at 1 p.m. 10¢  
1:30 p.m. (Sat. 5) 10¢  
After 6 p.m. (Sat. 5) 10¢

THEATRE AT 1:30 2:30 3:30 4:30 5:30  
SAT. ONLY 11:00 a.m. DOORS OPEN 10:15 a.m.

**Famous Players Theatres**

BING CROSBY  
DANNY KAYE  
ROSEMARY CROCKET  
VERA ELLIEN

IRVING BERLIN'S  
**"White Christmas"**

TECHNICOLOR  
A PARAMOUNT PICTURE  
PRESENTED THROUGH  
**VISTA VISION**

**Seventh week!**

PRICES FOR THIS ENGAGEMENT:  
Opening at 1 p.m. 10¢  
1:30 p.m. (Sat. 5) 10¢  
After 6 p.m. (Sat. 5) 10¢  
CHILDREN 5¢

It's a rendezvous with destiny in Tongier—city of sudden death!

**Maureen O'HARA**  
**Macdonald CAREY**

**FIRE OVER AFRICA**

Color by  
**TECHNICOLOR**

REGULAR PRICES  
12 noon 10¢ 1 p.m. 10¢  
1:30 p.m. 10¢ 2:30 p.m. 10¢  
After 6 p.m. (Sat. 5) 10¢  
After 8 p.m. (Sat. 5) 10¢  
After 10 p.m. (Sat. 5) 10¢  
Fee included

**EGLETON UNIVERSITY**

UNIVERSITY 12:30 3:00 4:30 7:15 9:30  
EGLETON 11:10 1:15 4:30 7:25 9:30

**THE GAY PARISIEN**

DICK POWELL DEBBIE REYNOLDS  
**Susan Slept Here**

with **Cary Grant**

TECHNICOLOR

**TIVOLI CAPITOL**

RECHMOND AT VICTORIA 10:00 12:00 2:00 4:00 6:00 8:00  
CARTON 1:45 3:45 5:45 7:45 9:45

JAMES STEWART  
GRACE KELLY  
AFFRED HITCHCOCK

**REAR WINDOW**

Color by  
**TECHNICOLOR**

**Northtown**

ROBINSON AT BALHART  
12:30 2:30 4:30 6:30 8:30  
1:15 3:15 5:15 7:15 9:15

**AT EASE, FRIEND!**

LAST MINUTE SHOPPING GET YOUR DOWNY RELAX—NO NEED TO WORRY ABOUT SIZE COLOR OR THAT YOUR HAY ALREADY HAVE ONE.

**GIVE Books of FAMOUS PLAYERS THEATRE TICKETS**

HOW ON SALE AT ALL FAMOUS PLAYERS THEATRES!

Something different in the way of advertising art was recently prepared by the art department of Famous Players Canadian Corporation. These ads, which make up a half page newspaper spread, were inserted in two Toronto dailies and were prepared under the direction of James R. Nairn and Tom Chatfield.



## The Editor Speaks

1955 WILL BE a crucial year for the motion picture industry. It will be the year in which Hollywood will be able to prove that it's tremendous surge towards making better, really better motion pictures, is not just a flash in the pan, but rather the result of an honest analysis of its past faults and a sincere dedication to maintain this healthy progress.



PAUL MANNING

DURING THE PAST YEAR the public has heartily endorsed our efforts by returning to the movie theatres in ever increasing throngs. Now that we "got 'em coming!" we got to "keep 'em coming!!" And the only way to do that is to give them their money's worth.

TODAY, a major feature film costs many times what it did several years ago, with the result that major studios cannot find enough tried and proven artisans in whose hands to entrust these multi-million dollar productions. And with these films given longer first-run playing time it was only natural that smaller situations were left with a product shortage.

THIS PROBLEM, a serious one with some, is only temporary. As production begins to get into the groove the number of features produced will surely increase. This will pile good pictures up against a starting line, which will shorten the gap between first, second, and third-runs.

THE EXHIBITOR who really loves this business, who will equip his house to exhibit pictures at their technical best, and who will use showmanship to make his patrons happy, will still be around when the "good old days" are here again!

*Paul Manning*

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

# STUDIO SURVEY

Paul Manning, editorial director

Vol. 8, No. 1

January 19, 1955

# STUDIO SURVEY

## Motion Picture Exhibitor Laurel Awards Nominations

BUENA VISTA'S

### "20,000 LEAGUES UNDER THE SEA"

starring

KIRK DOUGLAS, JAMES MASON, PAUL LUKAS, PETER LORRE

with

ROBERT J. WILKE, CARLETON YOUNG, PERCY HELTON, TED DE VORSSIA,  
J. M. KERRIGAN, TED COOPER

Produced by Walt Disney. Directed by Richard Fleischer.

Screen play by Earl Felton, from the story by Jules Verne.

A CinemaScope production. Color by Technicolor.

PARAMOUNT'S

### "THE BRIDGES AT TOKO-RIC"

starring

WILLIAM HOLDEN, GRACE KELLY, FREDERIC MARCH,  
MICKEY ROONEY

with

ROBERT STRAUSS, CHARLES MCGRAW, KEIKO AWAJI

Produced by William Perlberg and George Seaton. Directed by Mark Robson.

Screen play by Valentine Davies from the novel by James A. Michener.

Color by Technicolor.

WARNERS'

### "YOUNG AT HEART"

starring

DORIS DAY, FRANK SINATRA, GIG YOUNG,  
ETHEL BARRYMORE, DOROTHY MALONE

with

ROBERT KEITH, ELISABETH FRASER, ALAN HALE, JR., LONNA CHAPMAN,  
FRANK FERGUSON, MARJORIE BENNETT

Produced by Henry Blanke. Directed by Gordon Douglas.

Screen play by Julius J. Epstein and Lenore Coffee;  
adaptation by Liam O'Brien from a story by Fannie Hurst.

Photographed in WarnerColor. Print by Technicolor.





Bob Hope, portraying Eddie Foy, Sr., in Paramount's VistaVision-Technicolor biography, "The Seven Little Foys," finds that he and his family fill a stage to capacity as he introduces his offspring to the delights of vaudeville performing.



Taking time out from comedy, Hope, in one of the quieter scenes from the picture, prepares to buss co-star Milly Vitale.

## Bob Hope Cashes In On A Switch To Biography

Popular comedian finally plays a character other than himself, and Paramount comes up with a winner in "The Seven Little Foys." A New York preview audience acclaims the film, set for spring release, with an unprecedented rave ratio of 98 per cent.

BOB HOPE, who has piled up a fortune from pictures, radio, and television, by playing himself, for the first time on the screen plays a character other than himself in his forthcoming film, and it appears that he is about to reap another fortune—for exhibitors as well. Hope will ring big in 1955.

THIS is the thinking at Paramount about "The Seven Little Foys," in which Hope is seen as Eddie, Sr., since the sensational reception accorded the musical biography at the recent sneak preview at the Paramount, New York. The capacity audience stood to cheer and stomp approval of the film when the curtain closed on the final scene. A record 70 per cent of the audience lingered to fill out comment cards, setting another record of 98 per cent raves on those turned in.

RATING THE PICTURE a potential top grosser, the release date has been set tentatively for late spring, with A. W. Schwalberg, president, Paramount Film Distributing Corporation and Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, setting all-out release and promotion plans.

"THE SEVEN LITTLE FOYS," Hope's first VistaVision picture, in Technicolor, was filmed by a three-way partnership of Paramount, Hope Enterprises, and Scribe Productions. Principals of the latter, for whom "Foy's" is a first production, are Jack Rose and Melville Shavelson. Early Hope radio writers, they collaborated on one of Hope's previous biggest grossers, "Sorrowful Jones." Not only did they write the "Foy's" screen play, but Rose produced and Shavelson directed. It is the first time in the latter capacities for both men.

AND EVEN before the New York sneak, enthusiasm was running so high that Hope Enterprises and Scribe Productions entered into a new agreement to film three more Bob Hope starrers within the next five years, and Paramount and Scribe signed a separate multiple-picture agreement.

PRIOR TO THE TEAMING for production of the "Foy's," the Eddie Foy story had made the rounds of every major studio and independent production company in Hollywood since publication of Foy's autobiography, "Clowning Through Life," in 1928, the year the great song and dance come-

dian died. Though the book contained colorful showbusiness background and countless humorous incidents, there were no takers. Shavelson and Rose, when they hit on doing the Foy story for the screen and took the idea to Hope, began where the autobiography ended. It had chronicled Eddie Foy's life from early childhood to the close of his performing days as a "single."

"THE SEVEN LITTLE FOYS" begins with his romance with the Italian ballerina he married, and follows through with the memorable vaudeville tours of Foy and his offspring, "the little Foys."

THE FILM is surefire boxoffice, according to the verdict of preview comment cards, which run from detailed accolades to the single word indorsement, "Superb."

IT TOOK A LIFETIME for the Foys to build up a story for Hope. With this picture, Bob Hope's legendary Midas touch has apparently gotten its second wind and Hope, as we said previously, will ring very big in '55.

—P.M.



On the set, the popular comic admires the LAUREL AWARD he won for Paramount's Son of Paleface."



Miss Vitale, a ballerina, performs while Hope, as Foy, stands by very apparently admiring the dance form.



A comic becomes a beast of burden as pop, with the whole family in tow, stops to catch his breath.



# Men That Make Music

## Composer-Conductors

## Conductor-Directors



MAX STEINER



RAY HEINDORF



VICTOR YOUNG

EVEN IN THE DAYS when motion pictures were silent, the exhibitor was smart enough to know that no picture was complete without music. The movie pianist of that day was the guy who played the piano, swept the theatre, took the tickets, and hustled sweets during intermission.

MOVIES AND MUSIC have come a long way since that day. But, and this is important, they have come together, knowing that they are inseparable.

MOTION PICTURE EXHIBITOR, through its celebrated international LAUREL AWARDS, has brought deserving recognition to the efforts of outstanding musicians who contribute their talents to the making of motion pictures.

WE ARE HAPPY to bring you in this edition the three top composer-conductors and the three top musical directors who were voted LAUREL AWARD honors in the poll of 1954.

TODAY, MOTION PICTURES are in the happy throes of a technical revolution that will have as one of its most important effects that of making the position of filmdom's music men even more important.

NO BRANCH of moviemaking has progressed more rapidly in recent months than sound techniques. Stereophonic sound improvements lending movies the directional realism of the concert stage have raised the place of melody in pictures far above that of providing effective backgrounds for changing moods.

SHORT SUBJECTS are rolling out of major studios depicting the great works of music masters with all the excitement and realism, tonal clarity and beauty that was hitherto limited to concert halls for the enjoyment of a comparative handful of spectators.

NO WONDER, then, that the time has come for exhibitors and the public to salute the men that make music.



JOHNNY GREEN



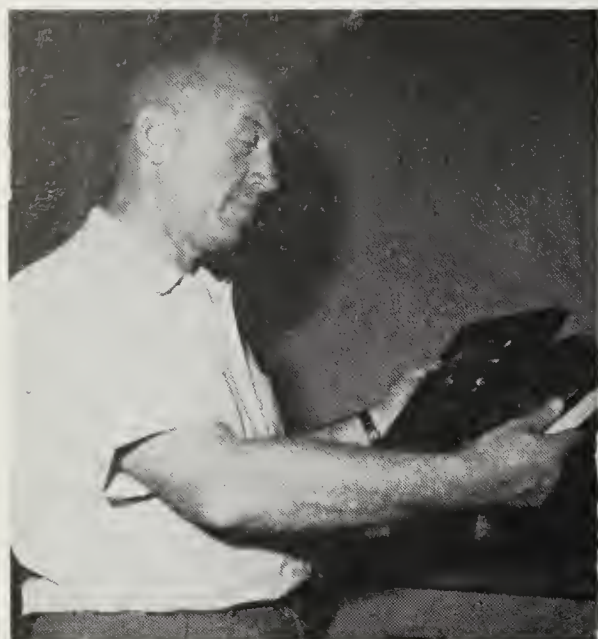
FRANZ WAXMAN



GEORGIE STOLL



## Meet Otto Preminger



OTTO PREMINGER

OTTO PREMINGER is the new 1955 model for what may become the ideal movie-maker of the future. Preminger has distinguished himself as a screen producer, director, writer, and actor, and has accomplished the same distinctions in the fields of television and the stage. To give his career another dimension, he has achieved fame in these realms both in the U. S. and in Europe.

IN STILL another department, MOTION PICTURE EXHIBITOR itself, Preminger is a triple-threat man. He has already won two LAUREL AWARDS. One was for the Best Comedy Picture Of The Year which was awarded to this producer for his "The Moon Is Blue."

THE OTHER LAUREL went to Preminger for his superb performance in "Stalag 17." Included in the new LAUREL poll is "Carmen Jones," which he produced and directed for 20th Century-Fox release.

PREMINGER STARTED his career in his native Vienna when he first appeared as an actor in Der Theater in Der Josefstadt, then under the aegis of the late and great Max Reinhardt. As Reinhardt's protege, Preminger rose to the position of producer and director within a period of five years, making him Europe's youngest stage producer at the age of 23.

HE PRODUCED, directed, and acted in Clare Boothe Luce's play, "Margin For Error." In Hollywood, he appeared in a series of cold-blooded Nazi officer roles. Again proving his versatility, he started producing and directing again, turning out "Laura" and many other fine pictures. He produced and directed "The Moon Is Blue" both in the stage and screen versions. There was quite a hassle when he released this picture without the seal of approval of the Motion Picture Producers' Association, and the incident was one of the contributing factors which brought on a revision of the Code.

RIGHT NOW, Preminger is very busy as usual. His plans include the upcoming presentation on Broadway with F. Hugh Herbert of the continental stage comedy success, "The Vintage Years," which should get on the boards late this month.

HE IS ALSO preparing to produce and direct a picture based on the life of

## GOOD THINGS TO COME FROM HOLLYWOOD...

### Buena Vista's "20,000 Leagues Under the Sea"

MILLIONS of moviegoers have long been aware that Walt Disney has carried the art of animated cartoons to the highest standard of excellence. But—with his "20,000 Leagues Under The Sea" he races to a front position in the ranks of real "live" motion picture production.

"20,000 Leagues Under The Sea" tested the genius and resourcefulness of the Disney organization and they have come through with flying colors.

THE FANTASTIC BEAUTY of the undersea photography, the vivid imagination which gives modern day excitement to the Jules Verne story, and Disney's wonderful casting all blend to give the moviegoer a magnificent view of the wonders of motion pictures when it really gets down to business . . . 20,000 leagues down!

THE DIRECTION of Richard Fleischer indicates that this talent is headed for top productions from here on. He maintains a fine balance between his human actors and the marvels of the monster undersea craft constructed by the incredible Captain Nemo (played by James Mason).

ALL IN ALL . . . big, big business can be expected from this New Year's gift from our good friend and superb craftsman, Walt Disney.—P. M.



If any further proof be needed of Walt Disney's uncanny ability to produce a winner, whether it be in the cartoon field or live action, it appears to be forthcoming in "20,000 Leagues Under The Sea," starring Kirk Douglas, James Mason, Paul Lukas, and Peter Lorre. Noted above are two scenes from the underwater spectacle, and bottom row, producer Disney with a model of the fabulous Nautilus and director Richard Fleischer.

Mahatma Gandhi. He recently conferred with Prime Minister Nehru in New Delhi, India, and has received the latter's approval of the story outline.

THE PRODUCER-DIRECTOR is already looking around for a screen property with which to follow up his hugely successful "Carmen Jones," which is being talked up in many quarters for an Oscar this year. He has tentatively decided on a modernized version of one of the most popular and best known operas, "The Barber Of Seville," and has slated it for production sometime this summer.—P. M.

### Song Inspires Cartoon

HOLLYWOOD—A new career opening for Mary Jo Rush has her agent husband Art Rush quite pleased. Her song about a penguin, "Chilly Willy," has inspired screen cartoonist Walter Lantz to create a new cartoon character of the same name. The song will be featured in the first cartoon.

Before her marriage, Mrs. Rush was a rising young contract player at MGM, but she retired in favor of home and family. Rush has been Roy Rogers' personal manager for the last 16 years.



## NEWS OF THE

## Territory

BRANCHES  
Atlanta

Tommy Thompson, president, Theatre Owners and Operators of Georgia, and president, Martin and Thompson Theatres, was host to theatremen, radio, TV, and press at a luncheon given at the Atlanta Variety Club. Governor Marvin Griffin was guest of honor. . . . Jesse Cox, old time movie operator, has opened the Jesse C. Cox Stage Equipment Company in the office of the Wallace Film Company. . . . On the Row was C. L. Patrick, Martin Theatres, Columbus, Ga.; O. C. Lam, Lam Amusement Company, Rome, Ga.; and Nat Williams, Interstate Theatres, Thomasville, Ga.

Mrs. Maude Smith, Allied Artists' Southern Exchanges, was back after a spell of illness. . . . Arthur C. Bromberg, president, same company, and Mrs. Bromberg, returned to their home in Bayou La Batre, Ala., after visiting in Atlanta and New York. . . . Wayne Spiering, manager, Ray Smith Company, candy and popcorn warehouse, Jacksonville, was married to Sylvia Rodgers, former assistant, Main Street Drive-In, Jacksonville.

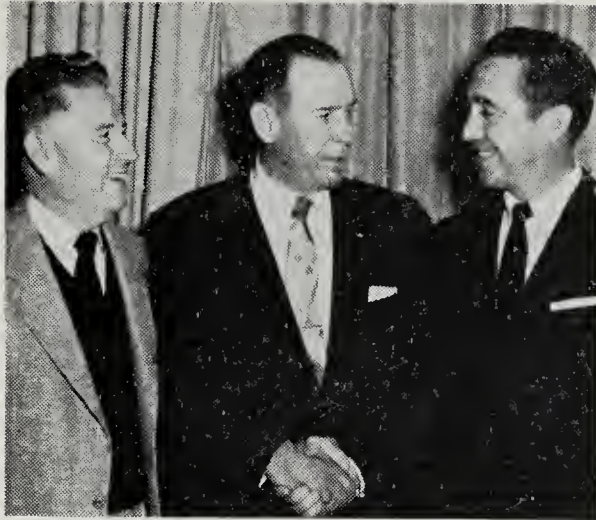
Harley Burnstein, Jacksonville branch Buena Vista Productions, was in with Ken Laird for the opening of their office here. . . . The Grand, Tallapoosa, Ga., under the managership of T. J. Moon, is at the same location as the theatre that was destroyed by fire in the early spring. Moon said the screen is larger and the seating capacity greater in the new theatre. . . . The Roxy, Lakeland, Fla., has installed a new wide-screen. . . . The Lyric, Waycross, Ga., has reopened. . . . Jack Weiner, MGM's exploitation man, was among those injured in a two-car auto crash.

Paul Wilson, 20th-Fox district manager, checked in at his office after a trip to Houston, Tex. . . . Bryan Adams, branch manager, United Artists, was back after a visit in Florida. . . . The Community, Saint Augustine, Fla., has a new owner, Donald Huff.

On the Row visiting were Charlie Simpson, State, Chattanooga, Tenn., and R'viera, Knoxville, Fla.; James Jarrell, Roxy, Commerce, Ga.; Nat Hancock, Jefferson, Ga.; Doc Fincher, Fincher, Chatworth, Ga.; and Jay Solomon, Independent Theatres, Chattanooga, Tenn.

Georgia Theatres has opened new Sunset Drive-In, Moultrie, Ga. . . . J. P. Edge said that he would open his new Blue Sky Drive-In at Lafayette, Ga. . . . Juanita Force and Juanita Belville, Lakemont Drive-In, Alcoa, Tenn., were in.

Bill Durkee and Courtney Mutter are the new owners, Orange Lake Drive-In, Orange Lake, Fla. . . . According to



The Atlanta Variety Club recently tendered a luncheon in honor of the new Governor of Georgia, and seen, left to right are J. H. Thompson, president, TOOG, and head, Martin and Thompson Theatres; Governor Marvin Griffin; and C. L. Patrick, Martin Theatres.

James D. Geddie, owner, Carolina, Bennettsville, S. C., wide-screen and Super Panatar lenses have been installed.

## Charlotte

The Variety Club, Tent 24, had a gala New Year's Eve party in the new club quarters. . . . Joe Anderson, Tabor City, N. C., was in town buying new equipment to reopen his theatre that burned some time back. . . . Queen City Booking Service reports Finklea Drive-In, Finklea, S. C., is closing for the balance of the winter. . . . Bob Kidd, booker, went to Georgia for the holidays.

Piedmont Booking and Promotions reports the Sebreeze Drive-In, Mount Pleasant, S. C., is closing for the winter, and will be equipped for CinemaScope before reopening. . . . H. M. Kilpatrick, road show manager, has been laid up with the flu. . . . Dave Williams, IFE sales manager, was in town.

Exhibitors on the Row buying and booking were Jodie Holland, Lyman, Lyman, S. C.; Plyler McManus, Greer Drive-In, Greer, S. C.; Jim Height, Midway, Lancaster, S. C.; Harold Hall, Hall's Drive-In, West Columbia, S. C.; R. L. Rumley, Fox Drive-In, Spartanburg, S. C.; V. D. Lowder, Raeford Drive-In, Raeford, N. C.; Ray Faw, West 49-Drive-In, Asheboro, N. C.; Harry Cook, Cook, Mount Olive, N. C.; Gil Faw, Albemarle Drive-In, Albemarle, N. C.;

J. W. Edwards, Aberdeen, Aberdeen, N. C.; Harold Amistead, Lyric, Easley, S. C.; Jack Biggart, Motor In Drive-In, Lancaster, S. C.; H. J. Patrick, Rock Hill Drive-In, Rock Hill, S. C.; T. L. Bennett, Center, Clarkton, N. C.; Fin Lee, Duplin, Warsaw, N. C.; W. S. Funk, New Drive-In, Kingstree, S. C.; and Cliff Faw, Moonlite Drive-In, Wingate, N. C.

## Jacksonville

A high diver who plunged from a 100-foot tower into a water tank covered by a film of ignited gasoline was an added attraction offered by Bob Anderson, manager, Main Street Drive-In, in addition to a double-feature bill. . . . The Jaycees annual selection of a "Miss Jacksonville" was conducted on stage at the Palace, with manager George Krevo serving as a member of the contest committee. A TV singing star, Shirley Jeanne Ost, won the contest, and a packed house of patrons attended the two-hour beauty pageant. The Palace also received wide publicity in local newspapers for two weeks prior to the show, which was a preliminary to the "Miss America" contest. . . . Bob Skaggs, manager, Florida, mailed out 1800 letters inviting members of the Civic Music Association to attend a premiere of "Deep In My Heart."

Thieves took goods valued at \$80 from the concessions stand of Sky-View Drive-In during a night robbery, reported Clint Ezell of the NTE circuit. . . . Wayne Spiering, Roy Smith Company, and Becky Roberts, Imperial assistant, were both recovering from illnesses. . . . Jack Weiner, MGM exploitation man, was released from the hospital where he had been confined since December recovering from an auto accident. . . . B. B. Garner, Lakeland, president, Talgar Theatre Company, visited Glenn Gryder at the circuit's booking office. . . . Others here were Mrs. A. H. Gawthrop, Linda Drive-In, Palatka; Harry Gordon, Carver and Lincoln, Orlando; and E. C. Kaniaris, Beach Drive-In, St. Augustine. . . . Major Albert E. Warner gave a lobby reading from the book, "The Silver Chalice" during the picture's run at the Beach, Miami Beach.

The January calendar of the Variety Club announced a cocktail party to be conducted and arranged by Harvey Garland and Bill Beck; an evening of games



Atlanta recently conducted a "Beau Brummell" contest among college students in connection with the showing of MGM's "Beau Brummell," Loew's Grand, and here are the winners with Bill Lowery, local disc jockey, making the presentation on the stage of the theatre. Receiving statuette is Charles Taylor, left, as the runner-ups, Dean Denmark and William Fox, look on. The students are from Georgia Tech, University of Georgia, and Emory University.





Home office employees of Claughton Theatres, Miami, Fla., enjoyed a holiday party recently at the Urmey Hotel. Standing, left to right, are Walter Good, maintenance chief; Everett Hall, comptroller; Edward N. Claughton, Jr., legal counsel; Curtis Miller, general supervisor of theatres; Mrs. Lillian Faucett, secretary; Pat Wolfe, artist; Mrs. Helen Phelps, bookkeeper; Don Tilzer, publicist and assistant supervisor; seated, left to right, Toni Miller, receptionist and secretary; Edward N. Claughton, Sr.; Mrs. Iola Megaw, secretary; Mrs. Lillian Claughton; Mrs. Barbara Penley, secretary and assistant booker; and A. W. Corbett, general manager, Claughton Enterprises.

conducted by Charlie Stone and Charlie Turner; a family night with Frank Benton and Bill Wallace as hosts; a stag night with Clint Ezell running the show; and an afternoon bridge party exclusively for the wives of members and their friends.

Gene Hudgens, RKO office manager, left for a January vacation. . . . Dave Prince, RKO district manager, came in from Atlanta. . . . Harry Botwick, Miami; Frank Bell, St. Petersburg; and James Cartwright, Daytona Beach, all district supervisors of Florida State Theatres, were here for meetings with FST home office executives. . . . Valerie Franklin succeeded Sandra Hornbuckle as Ken Barrett's secretary at FST. . . . Nomita Von Barby is receiving training as a newspaper ad writer under FST's Edith Smith. . . . The sale of the Boynton, Boynton Beach, by Loren Fenstermaker to Norman Djork was reported by booker Mrs. Evelyn Hazouri. . . . John Tomlinson, Warner salesman, returned to the Miami area. . . . Enjoying a Florida fishing trip was J. F. Kirby, Warner district manager in Atlanta. . . . Henry Parmenter is the new assistant at the Daytona Theatre, Daytona Beach.

The "Bronze Mannikins" stage show was supplementing the regular motion picture fare at the Strand, reported Arvin Rothschild, general manager of the NTE circuit. . . . Juvenile patrons of the Roosevelt were engaged in a "Sitting Bull" painting contest as an exploitation stunt for the motion picture. . . . Ed Terhune, Buena Vista publicity man, was here to promote an advertising campaign for "20,000 Leagues Under The Sea." . . . Bill Beck, manager, Five Points, which reopened Christmas day after being closed for several weeks for renovation and the addition of a CinemaScope screen, reported that business has been very good.

## Memphis

WOMPI has a new member, Allied Artists' cashier, Allene Ratliffe. . . . Walter M. Parham, owner, Royal, died unexpectedly at his home. Parham had owned the Royal since 1926, was a World War I veteran, and served with the

American Military Mission in Berlin in 1919. . . . Edwin Howard, Press-Scimitar amusements editor, presented George Gaughan on TV recently. George, formerly with Paramount, and more recently owner, Normal, is presently field representative for Theatre Owners of America.

Mayor Tobey announced the reappointment of the present members of the Memphis Board of Censors, including chairman Lloyd T. Binford. Other members of the board are Avery Blakeney, Mrs. Walter Gray, Mrs. St. Elmo Newton, and B. F. Edwards. . . . Joe Simon, formerly manager, Ritz, is now with Augustine Cianciola, owner and operator, Plaza, Luciann, and Rosemary, and is executive assistant with offices at the Luciann.

The Press-Scimitar is sponsoring an "Americano" contest in conjunction with the opening of the film by the same name at the Strand. To enter you write a letter telling in 150 words or less, "What the 'Americano' Can Do to Make Us Respected and Liked in South America or Elsewhere Abroad." First prize will be a 42-day South American cruise for two aboard a Delta Line luxury ship.

At the regular monthly WOMPI dinner, plans were made for an April



Posed on a stairway of the Florida, St. Petersburg, Fla., are the girls clad in pajama tops who traversed downtown streets as a ballyhoo stunt for manager Edgar Smith in advance of his recent showing of Columbia's "Phffft."

event, a "Sadie Hawkins Day Dance." There will be a Film Row talent floor show, many door prizes, costume prizes, and entertainment galore. WOMPI hopes for this to be their greatest undertaking to date, and disposal of the proceeds to some charitable organization will be announced at a later date. . . . Ritz Espy, Victory, Weiner, Ark., has installed CinemaScope. . . . Steve Warren, WMCT newscaster, as busy as he is, took time out to find a special water skiing clipping from a recent newscast and send it to the mother of one of the participants so that she might have a "movie" of her son.

Visitors on the Row were Orris Collins, Majestic, Paragould, Ark.; G. H. Goff, Rustic, Parsons, Tenn.; William Elias, Murr, Osceola, Ark.; Steve Stein, Met, Jackson, Tenn.; H. N. Haddad, Mundord, Munford, Tenn.; J. B. Polk, Rose, Kosciusko, Miss.; Mrs. Glen Moser, Gay, Olive Branch, Miss.; Mrs. Jack Watson, Palace, Tunica, Miss.; George Farris, Savoy and Melba, Tunica and Mound Bayou, Miss.; Moses Sliman, Lux, Luxora, Ark.; Fritz Farris, Harlem, Clarksdale, Miss.; Mr. and Mrs. S. J. Azar, Lincoln and Harlem, Greenville, Miss.; Gordon Hutchins, State, Corning, Ark.; L. N. Hynes, Nettleton and Bay, Ark.; Leon Rountree, Holly, Holly Springs, Miss.; and Mrs. H. L. Love, Egypt, Ark.

## New Orleans

Mike Ripps, associate owner, Twin Do Drive-In, Metairie, La., was in Mobile, Ala., in the interest of his Do Drive-In there. . . . Columbia's home office announced the selection of a New Orleanian for the manager's post in the newly created exchange center in Houston, Tex. Manager "Duke" Duvall announced that the appointee is John Winnberry, who has been with the exchange here for 23 years. The announcement was made at a luncheon in honor of Winnberry hosted by Duvall and the entire exchange personnel, who also presented him with a handsome dual pen desk set as a token of loyalty, geniality, and good fellowship. Winnberry left for Dallas, where he will remain until the opening of the Houston exchange.

The presentation of Variety Club of New Orleans, Tent 45, charter is slated for Feb. 7 at a supper dance in the Jung Hotel. Ernest MacKenna, chairman of publicity, advised that among the many state and city officials invited are Governor Robert Kennon, Cheps de-Lesseps Morrison, mayor of New Orleans, and Variety's international chief barker George C. Hoover, Miami, Fla.; executive director, William McCraw, Dallas; and dough guy, Jack Dumestre, Atlanta.

Urban and suburban exhibitors booking and visiting were Mrs. Bertha Foster, Violet, La.; S. E. Mortimore and Lyall Shiel, Skyvue Drive-In; Rene "Wompi" Brunet, Imperial; Ed Jenner and William Shiel, Marrero Drive-In; Arthur Barnett, United Theatres' booker; Paul Shaffer, manager, Crescent Drive-In; Bob Recourd, manager, St. Bernard Drive-In;



Samuel Corte, Laurel; Phillip Corte, Garden; and William Sendy, Patio.

Mrs. Lillian Lutzer rolled in from Dallas in the interest of her drive-ins, King's, Shreveport, La., and the Barksdale, Bossier City, La. . . . William Murphy, Jr., chief, Southeastern, checked in after a week's trip in western Florida. . . . Jack Pope, Rayville, La., Joy's Theatres field representative, was a caller at Joy's Theatres headquarters, as was Alec Rosenthal, Alexandria, La. . . . Max Connett penned from headquarters in Newton, Miss., that M. A. Connett Theatres just completed a deal for the purchase of the deluxe suburban Westcliff, Fort Worth, Tex.

Tony Almerico, Dixieland Jamboree All-Stars band, was a Film Row visitor. . . . Jan. 2 was Clara Cote's (Paramount Gulf hello girl) birthday.

Louis Gutmann, Columbia, is proud of his inscribed gold watch presented to him by the home office to commemorate his 25 years in the local exchange. . . . Mrs. Rodney Touns, chairman, March of Dimes theatre division, announced that plans were being made for solicitations in the lobby of theatres from noon to 10 p.m. from Jan. 14 through Jan. 20. Members of the WOMPI club assisted in March of Dimes booths on Canal Street, manned by the three courts of the Catholic Daughters of America.

Joy N. Houck after attending a meeting with heads of Howco southern exchanges, among whom were Harold "Babe" Cohen, Lippert; J. Francis White and Scott Lett, Screen Guild, Charlotte; and manager Roy Nicaud and his staff, Atlanta, in the latter city, returned here for a breathing spell, then was off again on a flight to Hollywood in the interest of the forthcoming "Kentucky Rifle."

Mrs. H. J. "Carmen" Smith is back in the accounting department at Exhibitors' Poster Exchange after a year or so, replacing Mrs. Mildred Barr, who has joined Theatres Service Company booking staff. . . . William Shiell, co-owner, Marrero Drive-In, is in swing, again after an appendectomy. . . . Robert M. Savini, New York, president, Astor, on a tour of Astor's southern exchanges, was here on a three day visit. . . . Paul Shallcross, southern field representative, American Desk Manufacturing Company, after spending the holidays with his family in Temple, Tex., spent a few days here before resuming his trek in the territory.

Thomas E. McElroy, Broadmoor Theatres, Inc., operating under the name of McElroy Theatres, Shreveport, La., announced that they assumed operation of the Don and Venus, indoor house, that city, and the indoor Davis and Don Drive-In, Bossier City, La., the remainder of the Don George Theatre holdings, who is retiring from the exhibition field. Interested in Broadmoor Theatres with McElroy is O. D. Harrison, whose Shreveport list of theatre operation already includes the Broadmoor, Rex, Centerary, and Glenwood, and in Monroe, La., the Jim. Earl Perry, New Orleans, who has been handling McElroy's buying and



Loew's, New Orleans, recently gave away bicycles in the New Orleans' Item's "Athena" contest. The two winners are shown with their prizes in the lobby of the theatre.

booking, will also buy and book for the additional theatres.

Mrs. Isabelle Guillory advised that operation at the Allen, Oakdale, La., ceased. . . . R. W. Everett, Strand, Farmersville, La., was in to confer with his buyer and booker, J. G. Broggi, as was Nerry Comeaux, Rex, St. Martinsville, La. . . . WOMPI's January meeting was for members only at which they voted on two important matters recommended by the board regarding suggestions from the national organization on certain proposed service projects and the forthcoming national convention. . . . Exhibitors journeying here continue in small number. Among those seen around were Al Morgan, Fred T. McLendon Theatres, Union Springs, Ala.; and W. E. Limmroth, Giddens and Rester Theatres, Mobile, Ala.; and from Louisiana, John Harvey, Nabor, Oberlin; Warren Salles, and sons Phillip and Jack, Covington; Alec Rosenthal, Joy and Silver City, Alexandria; Mrs. O. J. Barre, Luling; Doyle Maynard, Don, Natchitoches, and his partner, Jimmy Thompson, Don, Alexandria; the bi-weekly regulars Ernest Delahaye, Maringouin, and O. Gaude, Port Allen; John Luster, W. W. Page Amusement, Robeline; F. G. Prat, Jr., Prat-Aucoin Theatres, Vacherie; and



To bally MGM's "Deep In My Heart," the Downtown, Mobile, Ala., had daily half-hour radio show run directly from Sears-Roebuck store window. A six-sheet bounded by large heart and stills set up on one side of the corner window and a 24-sheet mounted across the other side advertised the film, while the public was interviewed and asked questions about the picture and awarded locally promoted prizes. The stunt was used five days prior to the opening.

E. R. Sellers, Opelousas. . . . From Mississippi were Charles Levy, Bayview, Biloxi; Curtis Matherne, buyer and booker, Henry Meyers Theatres, Biloxi; and Herb Margroder, Beverly Drive-In, Hattiesburg.

"This Is Your Army," distributed as a public service on a non-profit basis by the Council of Motion Picture Organizations, opened at the Panorama. A half hour of ceremonies marked the opening, with Colonel Roy Ulner representing General I. D. White, commanding general, Fourth Army.

The Crown, Lazarus neighborhood theatre in the downtown area, was destroyed by fire in the early morning hours on New Year's Day. Fire Chief Howard Dey estimated the damage at \$100,000. The cause of the blaze remained undetermined but an investigation was ordered. All that remained of the structure was one side wall and the rear wall and the unburned asbestos composition roof.

Teddy Solomon, president, MTOA, is urging all theatre owners and managers of Mississippi to attend the MGM Workshop which will be held in connection with the organization's meeting at the Heidelberg Hotel, Jackson, Miss., on Jan. 24.

The holiday season found Film Row lively with visiting exhibitors. The Sugar Bowl classic attracted swarms of exhibitors from exchange centers as far away as Washington, others were in for 20th-Fox invitation screening of "Carmen Jones."

E. E. Shinn, Paramount salesman, enjoyed his leisure time in Charlotte, while Jack Bean, MGM visited in Baltimore, Md. H. B. Rosenthal, 20th-Fox hied to his home in Alexandria, La., as did Tom Watson, RKO, and T. E. Dunn, U-I, whose homes are in Hattiesburg, Miss.

Among the Paramount lassies who got together and treated themselves to a New Year's Eve luncheon at Gentilich were Mary Morris, Elaine Montalbano, Ann Balencie, Ethel Sindt, Val Steudlein, Irene Lawrence, Jane McDonnell, Jackie Thon, Virginia Deano, and Loraine Cass. . . . Dan and Shirley Brandon and children Danny, Jr., and Diane spent the holidays in Philadelphia with Mrs. Brandon's family.

C. J. Collier, Arkansas and Mississippi exhibitor, was here from his home in Shaw, Miss., for the New Year's Sugar Bowl classic. . . . Charles Kesnick, former MGM southern district manager, died at his home. . . . Mississippi exhibitors seen around were James Hamilton, Pine Hill Drive-In, Picayune; Jack Delaney, Pike, Magnolia; Arthur Lehman, Alamo and Booker T, Jackson; Teddy Solomon, McComb; Stanley Taylor, Crosby; and Mr. and Mrs. Frank Smith and family, Bay St. Louis, operators, Grand, Grand Isle, La.

E. V. Richards, Jr., former president, Paramount-Richards Theatres, was presented a plaque awarded in recognition of his services to the organization of





Michael Myerberg was in Miami, Fla., recently to help promote the RKO release "Hansel and Gretel," Florida State Theatres. Seen, left to right, are Ralph Puckhaber, manager, Florida; Myerberg; Tom Capuzzi, manager, Sheridan, Miami Beach, Fla.; and Alfred Panetz, manager, Coral Gables, Fla.

the Navy League of the United States. Carl Stockholm, Chicago, president, made the presentation.

The newest members on the WOMPI roster are Catherine D'Alfonso, Olga Rousseau, and May Randazzo, Warners; Flora Smith, U-I; and Alice Martinez, UA. . . . J. P. "Percy" Guitreau, Gonzales, La., rates a thank you for his renewal subscription.

Alex Rosenthal, Silver City, Alexandria, La., and Charles Bazelle, manager, Gordon and Ogden Theatres, Baton Rouge, La., were in to purchase additional concession supplies. . . . Vienna Bellelo, Joy's Theatres booking steno, spent the holidays with her folks in Maringuoin, La.

Karl Williams, manager, Pitt, accompanied by wife and son, made the rounds to extend happy New Year greetings. Others about were Paul Brunet, Dixie; Warren Salles, Covington, La.; "Dick" Guidry, Star, Galiano, La.; Maurice Venable, Cankton, La.; Lefty Cheramie, Rebstock, Golden Meadows, La.; Percy Guitreau, Gonzales Drive-In, Gonzales, La.; Fred Houck, Joy's Theatres; and Mrs. O. J. Barrie, Luling, La.

Lin Barker returned from her vacation in Florida to attend the Bowl game on New Year's day. . . . M. J. Colquhoun, Columbia manager in Memphis, formerly salesman at the local RKO exchange, was a visitor here on Christmas day. . . . The Allen, Oakland, La., shuttered. . . . E. R. Sellers, Opelousas, La., and R. A. Sellers, Lafayette, La., were in on a last minute buying spree for New Year's for their three drive-ins, the Hub, Twin, and Laf, Lafayette, La., and for the Yam, Opelousas, La.

## Florida Miami

Pat Wolfe is Don Tilzer's new assistant in the advertising department, Claughton Theatres. . . . Everett Hall, comptroller, Claughton Theatres, is going into the army. Ray Frantz is replacing him. . . . Home office employees of Claughton Theatres were guests of Mr. and Mrs. Ed Claughton at their Urmev Hotel. . . . The Center was the unanimous choice of all judges in the Wometco Christmas decorations contest for concession units. The Center, and the next

two winners, the Town and Surf, Miami Beach, Fla., received monetary prizes from confection department head Van Myers. Myers stated that the units were better decorated this year than any year in his memory and that most everyone showed effort.

On "Three-Ring Circus," Don Tilzer, Claughton publicist, had a man on stilts doing outside ballyhoo by walking in the Orange Bowl New Year's Eve parade. In addition, Tilzer had ushers of the Royal, Variety, Miami Beach, Fla., and Trail, dressed in clown costumes, complete with clown makeup. He secured air time in various contests on four local radio stations, as well as plugs over a popular local television show. Through stills from the picture planted in The Coral Gables Shopper and The West Trail Shopper newspapers, he had a "Movie Quiz" contest, offering passes to readers who could identify the stars in the pictures in the papers. The stunt achieved a wide response.

Dick Treccase, manager, Surf, Miami Beach, Fla., had a free kiddie show on a recent Saturday morning, with a nearby delicatessen as sponsor. . . . The Claughton Theatre chain sold five of its Tampa-St. Petersburg, Fla. holdings to Murray Stohl, who has been an operator of theatres in New Jersey and Florida for many years. Papers in the deal were signed by A. W. Corbett, general manager for Claughton Enterprises, who came over to Tampa with Curtis Miller, supervisor for Claughton in South Florida. Involved in the transfer were the



Don Tilzer, Claughton Theatres publicist, is shown with a stilt-man used recently for street bally of Paramount's "3 Ring Circus," Royal, Variety, and Trail, Miami, Fla.

Roxy, St. Petersburg; and the State, Palma Ceia, Cinema and Northtown, Tampa, Fla. Mrs. Lillian Claughton, president of the chain, stated that the sale reflected no pessimism over the movie business but was based on a desire to eliminate the element of management by "remote control." She said that she is at present looking for new houses to add to the Miami area chain which now includes the first-run Embassy, Royal, Variety, Trail, Circle, and Normandy.

Charles Buchanan, chief of service, Carib, Miami Beach, left after four years with the house, to take a short vacation before going into the Air Force. . . . Variety Club installed new officers in the Rubaiyat Room of the Algiers Hotel, Miami Beach, Fla. A cocktail party was followed by dinner and a full evening of entertainment. Presentation was made of the second annual "Good Samaritan" award to Wometco Theatres and WTVJ in the persons of Mitchell Wolfson and Sidney Meyer, coowners. An additional presentation was made of three "Great Guy" awards to newspapermen Jack Bell, Paul Bruun, and Dan Mahoney. . . . Wometco hospital list included coowner Sidney Meyer and John Cunningham, manager, 27th Avenue Drive-In. Both are now well on the road to recovery. . . . Tom Rayfield, manager, Carib, Miami Beach, Fla., secured a full-page ad in the Miami Daily News Amusement Annual at no cost to the theatre through a tieup with Irving Berlin's Menswear shop, Lincoln Road, in connection with Irving Berlin's "White Christmas," playing at that time at the Carib, Miami, and Miracle, Coral Gables, Fla. . . . Wedding bells rang out for Bertha Barrett, Lincoln, Miami Beach, Fla.

Theatres here took advantage of the appearance of singer Vic Damone at a night club and he made stage appearances at the Coral, Coral Gables, Fla.; Florida, and Lincoln, Miami Beach, Fla., for "Deep In My Heart"; and at the Sheridan, Miami Beach, Fla., in connection with their showing of "Athena." . . . Jamaica, B.W.I., has been selected by American interests as the site for a two-stage studio building to cost \$300,000. The American group, headed by associates of Princeton Film Center, which also has a central Florida studio, is being assisted financially by the Industrial Development Corporation of Jamaica. . . . Silver Springs, Fla., folks are chuckling over the situation wherein a California studio, RKO, flew newsmen and radio and TV personalities down to Florida in the winter tourist season to see a film made in part in Nassau. The film referred to is "Underwater," which had a Jan. 10 world premiere at the famed resort. . . . The Town inaugurated an extra "owl" show, commencing at approximately midnight, nightly, at regular evening admission prices.





## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

Efforts to continue Ohio's movie censorship, despite high court rulings, was walloped again in a decision by the Second District Court of Appeals, which reversed a lower court ruling that had denied RKO, TOA of Ohio, and two exhibitors an injunction against censorship and collection of fees by the State censorship board. Under the present setup, the board may still pass judgment on films submitted voluntarily, but may not charge a censorship fee. Several bills to legalize a modified form of film censorship are expected to be introduced in the current session of the state legislature.

Joseph Goldberg, Louisville, Ky., Realart and Lippert salesman, who observed his 70th birthday, is said to be the dean of film salesmen in this area, having been with Realart for 40 years. Mrs. Lee Goldberg, Realart president, was hostess for a birthday party in Louisville, and among local guests were Selma Blachschlegar, R and L executive, and Mitchell Blachschleger, UA salesman.

Morris Lefko, RKO district manager, visited the local exchange, and exhibitors in were Charles Scott, Vevay, Ind.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore and Julia Simon, Charleston, W. Va.; Sam Scheidler, Hurricane, W. Va.; Lou Shore, Williamson, W. Va.; Marvin Samuelson, Pittsburgh; Jack Haynes, Detroit; Frank Yassenoff and Frank Marzetti, Columbus, O.; Charles Williams, Oxford, O.; Ray Frisz, Springfield, O.; Harley E. Bennett, Circleville, O.; Chalmers Bach, Eaton, O.; Catherine Jones, Portsmouth, O.; Harry Wheeler, Gallipolis, O.; Nat Wolf, Cleveland; Marvin Junk, Sharonville, O.; Robert Dinkle, Raceland, Ky.; and A. M. Miles, Eminence, Ky.

On business trips were Jay Goldberg, Realart and Lippert, to Columbus, O.; George A. Kirby, Republic branch manager, to Parkersburg and Huntington, W. Va.; and P. K. Wessel, treasurer, States Film Service, to Cleveland.

Robert McNab, 20th-Fox branch manager, and newly elected chief barker, Tent 3, Variety Clubs, has announced that installation of officers of both Tent 3 and its Ladies Auxiliary will be staged on Jan. 29 in the Restaurant Continental, Hotel Netherland Plaza. Arrangements for the installation ceremonies were completed at a board meeting on Jan. 10. . . . His many friends here are wishing a speedy recovery for Jack Needham, colorful veteran independent booker and buyer in Columbus, O., who was reported ill. . . . Hundreds of her friends along Film Row welcomed back Jessie Smith, 20th-Fox clerk, who had a slow and painful convalescence after an auto accident several months ago.



Howard Minsky, left, presented a certificate of membership in Paramount's 25-Year Club to Jack E. Thompson, salesman, Detroit branch, recently as Detroit branch manager Tom Duane smiled his approval.

This city's oldest house, the Royal, closed for a week for installation of CinemaScope equipment, reopened with MGM's "The Student Prince." . . . June Baker is a new Republic salesman in West Virginia and Kentucky. . . . Mrs. Minnie Dwyer, Celina, O., and Joe Murphy, Wilmington, O., exhibitors, have returned from Florida vacations. . . . Frank W. Huss, stationed at Camp Meade, visited his parents, Frank W. Huss, Jr., president, Associated Theatres, and Mrs. Huss, over the Christmas holidays. . . . Marva Joyce Thomas, formerly with U-I, is the happy mother of a baby boy.

"The French Line," Howard Hughes production starring Jane Russell, opened Jan. 13 at eight local neighborhood houses, Main, Esquire, Beechwood, University, Cleve, Lane, Westmont, and Parsons. "The French Line" was banned last year when submitted to the Ohio censor board.

Two proposals for establishment of an underground parking garage on the Broad and High street side of the State House have been introduced in the Ohio Legislature. Bill offered by Senator Robert Shaw, Republican, Columbus, is aimed at preventing the city of Columbus or private interests from gaining control of such a facility. His bill provides for a state commission to control such a structure. Bill by Representative Arthur Katterheinrich, Republican, Auglaize county, would authorize leasing the ground to the city. Sketch printed in Columbus newspapers showed a possible future extension of the parking garage along State Street, which is directly across the street from Loew's Ohio, RKO Grand, and the Hartman. The Broad and High site is within a half block of Loew's Broad and RKO Palace. Initial garage would have a 1200-car capacity.

## Cleveland

Henry Greenberger was unanimously reelected to serve a second year as president, Cleveland Motion Picture Exhibitors Association, at the annual general meeting. All the other officers were also reelected. They were vice-president, Joe Rembrandt; treasurer, Ted Vermes; and Louis Weitz, general manager and secretary. A buffet luncheon was served before the business meeting started at

which the guests of honor were Judges Samuel Silbert, Edward Blythin, Harry Hanna, Donald Lybarger, Joseph Silbert, Arthur Day, Dan Wsserman, John J. Mahon, John Thomas, Perry Jackson, and Louis Tetrash, as well as city officials.

Ernest Sands, Warners branch manager returned to his desk after a six week absence for surgery and convalescence. . . . Sam Stecker, Associated Circuit, and Mrs. Stecker left for the annual winter vacation in Florida.

Howard Minsky, Paramount division manager, and his assistant, Bob Weber, held a two day conference with the local branch personnel to brief them on the company's new product and policies. Those who attended the invitational screening of "The Bridges of Toko Ri" at the Colony had a preview of the new Paramount product.

Horace Adams, president, Independent Theatre Owners of Ohio, has commissioned Jack Vogel, Wellsville, O., architectural engineer to modernize three of his drive-ins, namely the Rochester Drive-In, Rochester, N. Y.; the Euclid Drive-In, Wicliffe, O.; and the North Drive-In, Marion, O. Projects include enlarging screen towers, increasing the size and facilities of the concession buildings, and adding ramps.

Philip Dunne, producer, "Prince of Players," for 20th-Fox, was guest of honor at a press luncheon held in the Statler Hotel. I. J. Schmertz, 20th-Fox branch manager, was official host. . . . Leroy Kendis, Associated Circuit, returned from a brief west coast vacation.

John C. Wein was reelected business agent, Local F-5, IATSE, for another two years term. This is a post he has held continuously since the local was formed in 1942. At the annual meeting at which Wein was again named business agent, all officers were reelected as follows, Edward Graves, president; Arthur Engelbert, vice-president; Marie Roessel, financial secretary; Grace Dolphin, recording secretary; and Fred Dzik, sergeant-at-arms. Wein and Graves will represent the local at the eight district IATSE convention, and Wein and Miss Roessel will be its delegates to the Cleveland Federation of Labor convention.

Putting the new thirty-seven and one-half hour week policy into practice was causing considerable confusion inasmuch as there was no uniformity of operating schedule. Some exchanges were opening at their previous regular time and closing at 4:40 p.m. Some were extending the luncheon period and closing at 4:45 p.m. Still others were opening later and closing at 5 p.m.

Nat Barach, National Screen Service branch manger, is shopping for vacation clothes but he is not going on a vacation. Instead he will attend the NSS convention in Miami Beach, Fla., but he was forewarned to bring along a wardrobe suitable to the occasion, including boating and fishing equipment. . . . Herbert Horstemier has moved his independent booking office into larger space in 409 Film Building. His former third floor



space will be taken over by the adjoining Imperial Pictures, which will continue to distribute reissue product in this territory, maintaining the same service established by the late Bernie Rubin, Al Sunshine, who now heads the business in partnership with Mrs. Rubin, announced.

Paul Ellis has retired from active duty with the Robins Amusement Company, Warren, O. He has been with the circuit for more than 25 years. Lately, he has been in only fair health and is currently spending his new found leisure in Arizona . . . Joe Shagrin, owner, Foster, Youngstown, O., had a busy December. Mrs. Shagrin celebrated her birthday; Joe celebrated his birthday; and they both celebrated their 25th wedding anniversary. . . . Jack E. Thompson, salesman, Paramount Detroit branch, has received a certificate of membership in Paramount's 25 Year Club. Howard Minsky, Paramount division manager, made the presentation with Detroit branch manager Tom Duane looking on.

## Detroit

About face in financing—a college here is financing the new Wonderland Drive-In. \$600,000 will go into construction when David Korman starts work on the 1,700 car spot in northern Detroit suburban area. Release of funds by such a source for drive-in building speaks well for the security of this type of project. . . . Bill posters local 94 elected Walter Frank president, replacing John Carano, who held the post for 18 years. John St. Peter is new vice-president; Michael Noch, business agent; Matt Kobe, treasurer; George Kapan, William Noch, and Turner Perry, board members. . . . Havil and Reves have left for the far west on a vacation.

Lou Marks, MGM manager, is honeymooning in New York. . . . A long, long distance call from Japan brought Christmas greetings to U-I steno Shirley Schector from her gentleman friend. . . . Stanley Dilley closed the Cub, Bear Lake, Mich. . . . Grand Rapids Variety Tent 27 elected Martin Giaimo, chief barker. Giaimo, WJEF manager, is backed by Bill Freck, Beltline Drive-In, Phil Osterhouse, assistant barkers; Joe Joseph Busic, dough guy; Jay Abbott and Edward Lane, canvassmen. . . . Philip Majeske is Worshipful Master of Daylight Lodge 525, Masons. Milton Vine, Sr., warden; Harry Williams, Jr., warden; Paul Pitzer, secretary; Paul Pitzer, Jr., chaplain; George Rapp, Sr., deacon, and Sidney Gould, Jr., deacon. Daylight Lodge is made up almost entirely of people in the theatre world.

Pontiac's State projectionist, Monroe Carmichael, died there recently. . . . Thomas Duane, Paramount salesman, was in Philadelphia for a meeting. . . . Cass Beechler was in from Charlotte. . . . Harold Brown, United Detroit Theatres president, was a judge of the Hudson Christmas parade. . . . Robert Reagan, Paramount, was selected to head Local B-25. Charles Burnes, MGM, is vice-president; Fae Heady, Paramount, business agent; Lee Belky, MGM, business rep.; Bessie Kolb, financial sec-



Visiting Indianapolis recently to aid in advance promotion of U-I's "So This Is Paris," Circle, Mara Corday, featured in the film, discussed plans with Indiana Amusement Company executives. She is seen with, left to right, Walter Wolverton, advertising manager; Milton Ettlinger, U-I exchange office manager; Al Hendricks, Indiana theatre manager; and Dal Shuder, manager, Circle.

retary; Betty Lehr, Allied Film Exchange, treasurer; and Mary Zemla, added to the board.

## Indianapolis

Ray Thomas, Universal-International salesman, has undergone another operation at the Methodist Hospital here. Thomas has been in poor health for some time and under a doctor's care. . . . Moe Esserman, Screen Classics, visited exhibitors in Cincinnati and reports business very active. . . . Joseph W. Bohn, manager, Realart, who has been confined at St. Vincent's Hospital by an operation, is back home recuperating.

Lawrence McGinley, Fourth Avenue Amusement Company, Louisville, Ky., spent the holidays with the Herman Halberg family and his grandchildren. . . . Alan McCarthy, who had operated the Roxy, Pendleton, Ind., died at his home. . . . More than 175 Marion County orphans were guests of the Indianapolis Variety Club at the first performance of "Three Ring Circus" at the Indiana. Al Hendricks, manager, Indiana, extended the invitation to the youngsters on behalf of the local theatrical industry. Transportation was provided by the Variety Club.



Dal Shuder, manager, Circle, Indianapolis, recently cooperated with the local Columbia Records distributor for a tie-in with disc jockeys of Station WIRE for playing numbers from the album of songs from Warners' "Young At Heart," from a local music store window.

## Pittsburgh

Joe Hiller, who every year is in charge of entertainment for the Variety Club, has a songwriting nephew, Tony Hiller, now in London, who met C. J. Latta one time Warners executive here and now the company's head man in England through a letter of introduction, has been signed by Warners to write the score for a new English movie.

Jack Judd's brother-in-law, Milton Harris, is doing the publicity for the upcoming "Guns and Dolls" at the Nixon. Judd is the local Columbia branch manager who just returned from a Caribbean cruise.

Governor-elect George Leader was given a life-time honorary membership in Tent 1 of the Variety Club during his visit. . . . The Sid (Stanley Warner) Newmans are mighty proud of their son, John, who teaches history and coaches wrestling at Shaker Heights High School, Cleveland. His team won the state title.

Lois Hausler, who worked for Jimmy Hendel at the old Eagle-Lion office, is returning to Film Row, again for her old boss, who is the local branch manager, United Artists.

Leonard Mintz, one time head, United Artists branch, has been appointed manager of distribution for Walt Disney in Pittsburgh and Philadelphia. . . . Moe Silver, head, Stanley Warner Theatres here celebrated a birthday. . . . The Variety Club was host to Peter Lind Hayes and his wife, Mary Healy, who were in to entertain at two Gimbels fashion shows. Incidentally, Barney Ross, former lightweight champ, is now handling their public relations.

Mike Winograd, veteran Rochester Pa., exhibitor, expects to depart for his winter vacation in Florida very shortly. . . . Edward J. Fahey, new manager, Fulton, is a veteran with the Shea Circuit, having managed the State, Strand, Palace, and Crown, Manchester, N. H.

Johnny Stahl, former Homestead theatre operator, is now in the premium coupon deal. Participating on the premium deal is the Park, Munhall, Pa., operated by George Tice, former Columbia branch manager. . . . Charlotte Zoupkoff, formerly with the local Screen Guild office, recently became the mother of a son.

John Rigas, Coudersport, Coudersport, Pa., has purchased an interest in the local TV cable line in his town. . . . W. E. Anderson, Anderson Circuit, Mount Jewett, Pa., recently returned from Buffalo where he attended the confirmation of B. Katz, whose dad is head, Katz Confectionary Service. . . . Cliff Brown, Temple, Kane, Pa., is mighty proud of his only son, Harry, Jr., who was made a company commander at the Virginia Military School.

For the first time in years, Film Row will not have a bowling league. Suitable alley arrangements could not be made. . . . The Ideal and Roxy, Johnstown, Pa., are running full time after being closed Dec. 14th. . . . Mr. and Mrs. James



## Judge Explains Censor Ruling

COLUMBUS, O.—Judge John C. Nichols, who wrote the Appellate Court's decision ending state censorship, castigated Attorney General William O'Neill and Judge Ralph Barlett for not keeping before them "more clearly the nature of their oaths to support, uphold, and defend the United States Constitution and the Ohio Constitution." Nichols said if they had done so, "I am sure the decree would have been to the contrary and their fine talents not wasted in whittling away at these great charters of human liberty under which United States citizens have lived, prospered, been happy and secure in the rights and privileges guaranteed by the Bill of Rights."

Nichols added, "The guarantees of freedom of speech and press are couched in the unmistakable language that no law shall be passed abridging such guarantees."

"That language is not susceptible of interpretation that some laws having that effect may be passed while other laws may not be passed," said Judge Nichols. "Congress has passed no law which abridges the right to transmit films by television, although television has brought motion pictures into the homes of millions, although many of us are convinced some of such pictures have no educational, religious, or humorous characteristics."

Judge Nichols warned the motion picture industry that "any violation of universally-recognized laws of decency and morality will bring condemnation and may destroy this instrumentality capable of so much good in furthering morality, education, and wholesome amusement."

In condemning censorship, Judge Nichols said, "Who am I to impose upon another my conception of what is beautiful, moral, educational, or amusing?" He said that parents have a responsibility in choosing what films or television plays their children see.

R. M. Eyman, chief Ohio censor, is known to be writing a more strongly-worded censorship bill which is expected to be introduced in the present session of the General Assembly.

"It's just another nail in the coffin of censorship," said Wile of the decision. "I don't see how any committee of the Legislature can ignore the opinions of the Court of Appeals, the Ohio Supreme Court, and the United States Supreme Court."

Laux, SW Hollywood, had a fifth child, a girl, Sandra. . . . The largest family night crowd attended the RKO night at the Variety Club. Dave Silverman, RKO branch manager, was heartily congratulated on this fine turnout.

Jimmy Hendel, United Artists manager, was elected national secretary, Kappa Nu fraternity, at the recent convention held in New York. . . . MGM has installed CinemaScope screen and lenses for the local exchange. . . . Dr. H. C. Winslow, owner, Park, Meadville,

Pa., was honored on the Erie television station WSEE as one of the most prominent citizens of this area.

Among state theatres adding CinemaScope in the past weeks were the Lake, Sandy Lake; Grant, Millvale; Lamp, Irwin; Grand, Port Allegheny; and the Village, Salisbury. . . . Marcia Joseph, Republic booker, and her husband moved into their new Eastmont, Pa., home and Larry Seidelman, Republic branch manager, has moved his family from Omaha to this city.

Tom Duane, former Republic manager, and now manager, Paramount, in Detroit, recently was a Film Row visitor. . . . Sam Milberg and Joel Golden, RKO salesmen, both received new Ford V-8s.

A story came out during the holidays that Frank Thomas, Film Row projectionist, has turned over all profits on the sale of Christmas cards to charity. His son, Bob, who was killed in action in Korea and in whose memory a memorial stone has been erected on Film Row, had been selling these cards, and his father took over when he left for service.

Fifteen neighborhoods are scheduled to run a giant double feature bill from RKO first-run in the area. The features are "Passion" and "This is My Love."

The State, Ambridge, Pa., closed for several weeks, re-opened Christmas day with a first-run policy. . . . Dave Leff, IFE district manager, was in for the holidays. He formerly lived here as the local branch manager for United Artists.

John Rigas, Coudersport, Coudersport, Pa., gathered a five column coop ad by contracting the local Chevrolet dealer for a tie-in copy plugging "The Student Prince." Slugged "A Toast to the '55 Chevrolet," the ad featured a scene mat showing the film's stars singing a toast and carried prominent picture and theatre credits. . . . The Vox, Ligonier, Pa., has closed, but the Ligonier, Ligonier, will continue to operate, according to its owner, Alvin Seiler.

Paramount will hold a trade screening of "The Bridges of Toko-Ri" at the Shadyside. . . . It looked as though John McGreevey, Harris buyer, was on the way to recovery, but a sudden turn for the worse has kept him at the Mercy Hospital. . . . The Penn, Blairsville, Pa., recently taken over by Tommy Bello, Nanty Glo, Pa., and Saul Perlman, will be managed by Bello's son John.

## Ohio Canton

R. Ulmer and Bernard Dobbins, Park, North Canton, O., are new members of the Independent Theatre Owners of Ohio.

## Columbus

"Julius Caesar" heads the list of 10 best films shown in Columbus during 1954, in the opinion of Norman Nadel, Citizen theatre critic. Others include "The Caine Mutiny," "Seven Brides For Seven Brothers," "On The Waterfront," "A Star Is Born," "The Little Fugitive," "Broken Lance," "Rear Window," "The

Living Desert," and "The Glenn Miller Story."

Arlington, neighborhood house, operated by the Academy Theatres until its closing some time ago, has been converted into an ice-skating academy by Charles Hain. This is the first such installation in the central Ohio area. . . . Leo and Milton Yassenoff, Academy Theatres, were part of the Ohio State party attending the Rose Bowl game at Pasadena, Cal.

Convention of the Independent Theatre Owners of Ohio will be held on Feb. 28 and March 1, announced Robert Wile, ITCO secretary. Dates originally announced as March 1 and 2. Convention will be held here at the Deshler-Hilton Hotel. William C. Gehring, general sales manager, 20th Century-Fox, and Abram F. Myers, Allied general counsel, have accepted invitations to address the dele-

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	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
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	... Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
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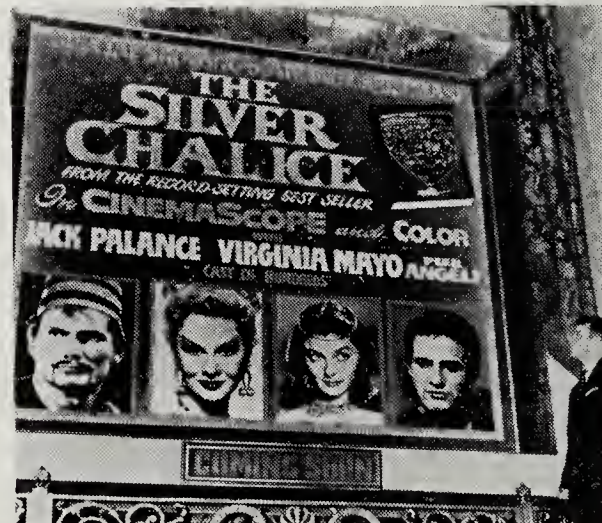
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gates. Wile said that several other nationally prominent speakers are being lined up. Convention will open with a luncheon Feb. 28 for all registrants. First business session will start at 1:30 p.m. Monday. There will be a sneak preview of an April release from a major studio on Monday evening at a downtown theatre. On Tuesday, March 1, MGM will conduct the Ticket Selling Workshop starting at 10 a.m. There will be a luncheon Tuesday for delegates and members of the Ohio Legislature. The MGM Workshop will resume at 1:30 p.m. Tuesday. Lieutenant Governor John Brown will present the organization with a scroll at the Tuesday evening banquet in recognition of Ohio theatres' contribution to the state highway safety program. Brown was an ideal choice to make the presentation having formerly operated the Civic, Wellston, O.

Senator Charles Mosher, Republican, Oberlin, O., introduced a bill in the Ohio Senate to repeal all film censorship in the state. Mosher is chairman, Senate education committee, which passes on censorship proposals. Bill listing more specific definitions for banning films than the present law was introduced in in the Ohio House of Representatives by Representative Andrew Putka, Democrat, Cleveland. His bill would exempt news, scientific and educational films, but specifies that obscene films, those inciting to crime, and containing vile and profane language or contempt for law, and promoting use of narcotics or habit-forming drugs shall be prohibited. Bill containing a more strongly-worded law than the present statute also is expected to be introduced in the Ohio Legislature. This bill is being prepared by R. M. Eyman, chief film censor, at the specific request of Governor Frank Lausche.

In a recent bulletin the Independent Theatre Owners of Ohio gave an explanation of National Allied's stand on "government regulation"; the dropping of prices on lenses; film prices; new "snoop proof" tickets; and policing themselves on censorship. It is stated that "there have been no arrests by the police for the showing of obscene pictures. The cooperation of exhibitors has been matched by that of independent distributors. It was stressed that continued cooperation of theatremen will be appreciated.



William McLaughlin, assistant manager, Michigan, Detroit, is seen alongside of the huge stairway piece erected in the lobby of the theatre heralding Warners' "The Silver Chalice."



## NEWS OF THE

## Territory

## Chicago

Ben Katz, regional U-I chief of exploitation, recovered at home from ptomaine attack which beset him while in Minneapolis on business. . . . For his "A Trip to the Moon" Walt Disney sent a crew to the local Adler Planetarium to make a replica of the moon, said by Erwin Weiner, Chicago Park District's special services director, to be the finest in the country.

Ed McGrath, retired streetcar conductor, still wishing to "greet the public," joined the Monroe staff. . . . Harry Hoag, Momence owner, Ill., died. His wife survives.

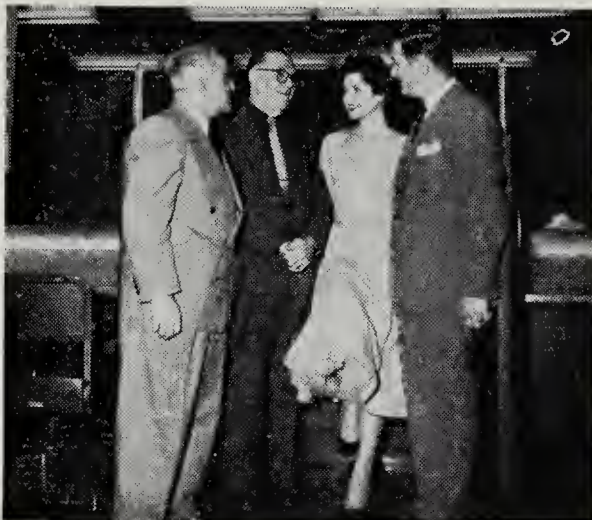
Publicist Max Cooper and his wife left on a Puerto Rico vacation. . . . Gustav Hetzel, 83, veteran projectionist, died. He was reluctant to quit at 80, but did so with the closing of the 400. Four daughters, two sons, and several grandchildren survive. Interment was in Rosehill.

The police censor board had a busy past year with the inspection of 5,748,000 feet of film representing 1,187 pictures, 244 of which were from abroad. Thirty-five were labeled for adults, and but seven were rejected. . . . Richard Pitts was appointed advertising manager, Filmack Trailer Company, succeeding Lou Kravitz who was upped to vice-president in charge of sales. Pitts, former newspaper man, was with TOA for three years and before that editor-director of COMPO.

Harry Schaefer, 71, long associated with theatres, died. A sister survives. . . . Publicist Sam Honisberg flew in from the coast to be with his family during the holidays. . . . Governor Stratton proclaimed January as "Go to the Movies" month in Illinois.

With his accustomed enterprise, Stanford S. Kohlberg completely refurbished the 900-seat Ridge, suburban Park Ridge, which had been closed for 20 years, and reopened it to a first-night fashionable audience as the Park Avenue Cinema. The suburbanites were highly pleased with "Bread, Love and Dreams" with the latest in projection, sound equipment, seating, and modern decorations. Stewart G. Honeck was named manager. Kohlberg recently acquired the Starlite Drive-In, suburban Oaklawn.

The \$300,000 triple-damage anti-trust suit brought in April, 1951, by James Jovan, Monroe owner, against Balaban and Katz, Publix Great States, and nine majors was suddenly terminated before Federal Judge Julius Hoffman through an out-of-court settlement for an undisclosed "substantial" sum. The suit had been on trail for a month with Seymour F. Simon and Sheldon O. Collen representing Jovan; Sam Block, B and K



Coleen Miller, U-I star, was in Chicago recently in connection with her latest film, "Purple Mask," and is seen here with, left to right, Manie M. Gottlieb, U-I district manager; Walter Hyland, U-I Chicago exchange head booker who is celebrating his 40th year with the company; and Lou Berman, U-I's Chicago branch manager.

and Publix; and Miles G. Seely and Byrson P. Burnham, the majors. Testimony had been given by Jovan who alleged he had been deprived several years ago of first runs; Manny Gottlieb, U-I district manager; Louis Berman, U-I branch manager; Ben Lourie, Columbia branch manager; and John Jones, McVickers owner. Subpoenas had been issued by the plaintiffs for 10 witnesses and for the defense, 35 witnesses.

Richard Orlikoff, theatre attorney, formed with associates the law firm of Wolff, Frankel, Pennish, and Orlikoff, with modern offices at 100 W. Monroe Street and in Los Angeles, with John S. Pennish in charge. . . . Theatre owner Jack Barger leased the 2,000-seat State in the Roseland district.

Ruby Berman, 83, associated with Publix Great States Theatres, Aurora, Ill., for 45 years, died in Los Angeles where he had been for six years. Surviving are his son, Mortimer E., Springfield, Ill., a daughter, four grandchildren, and two great grandchildren. . . . Albert Dezel was chosen midwest distributor for "Mr. Hulot's Holiday."

Cinema Annex held a benefit to aid victims of the flood in Salerno, Italy. . . . Moving picture newspaper adver-



U-I's "So This Is Paris," B and K Roosevelt, Chicago, received the full cooperation of navy recruiting headquarters with a display erected at State and Madison Streets, in the Loop. Navy WAVES helped publicize the tie-in.

tising in 1954 reached new records. The Tribune printed more than 3,150,000 lines.

## Dallas

The barkers of Variety Club Tent 17 turned out in good numbers to attend the installation of new crew members and officers and pay tribute to the members departed in 1954 in the memorial tribute conducted by Wallace Walthall, ceremonial committee chairman. Al Reynolds opened the meeting and called upon international representative C. A. Dolsen to install the new officers. After being duly installed, Kendall Way took the presiding chair. Way recalled the great inspiration and leadership for Boys Ranch progress which was furnished in past years by Mike Rice, whose untimely passing prevented his rise to position of chief barker. Charles Darden, chairman, Ranch committee, explained a procedure that has been working out nicely for the Ranch boys on their birthday. Some Variety member beginning with Dr. O'Dell in October gives a party for the boys having birthdays in that month. Al Reynolds and his wife had the boys for the November birthday party and Joe Caffo and Fred Patton jointly gave the December birthday party. Al Reynolds was called upon and after stating that the New Year's party was a great success, announced that a gin rummy tournament would be held some time the latter part of February, with the usual golf tournament again in April or May. Jimmy Allard, chairman, heart committee, reported.

Out-of-town visitors on the Row include C. C. Caldwell, Eunice, N. M.; Henry Houseman, Jr., Reno, Vidor, Tex.; Bob Fry, Tyler; Mr. and Mrs. A. L. Watson, Eagle Drive-In, Azle; Jack Groves, Jr., Post Oak Drive-In, Houston; Tad Gould, River Oaks, Ft. Worth; A. L. Lawson, Associated Popcorn, Houston; Al Mortenson, Southwestern Theatre Equipment, Houston; and Eddie Reyna, Victoria.

The Phil Isleys returned from New York where they were visiting their daughter, Jennifer Jones. . . . Marguerite Rowland, formerly with Debbs Reynolds Booking Service, is now with Buena Vista films. . . . Carolyn Keith has left Altec to be with her husband in Bryan, Tex., until he is discharged from service. . . . Doris Hart, formerly with Falls Booking Service, is now with Tower Pictures. . . . Mrs. Virginia Bullard, formerly with Fox, is now employed with Ezell and Associates. . . . Mildred Freeman spent a few days in Carlsbad, N. M., with relatives. . . . Edna Segars, Rowley United, is back after a leave of absence. Carolyn Suduth, booking staff, Rowley United, was married to Jimmy Crouch.

At the opening session of the State Legislature at Austin, Tex., Governor Allan Shivers proclaimed January as "Movies Month In The State Of Texas," calling attention to the "significant business and entertainment contributions of the theatres of the state." Present for the unusual occasion was Anne Francis, who appears in MGM's "Bad Day At



Black Rock," making a personal appearance tour of eight key towns where the film is slated to open as one of the many plans in "MGM's Motion Picture Theatre Celebration."

## Denver

Tom Brennan, district manager, Fox Intermountain Theatres, announced that Carlin Smith, independent theatre operator, has taken over the Paramount and Strand in Cheyenne, Wyo. On March 1, Brennan said, the theatres will be taken over by Capital Avenue Theatre Company, Cheyenne. No financial details were released.

Mike Simons, MGM director of customer relations, and Emery Austin, exploitation head, were in for the fourth Workshop held at the Cosmopolitan Hotel with over 300 in attendance.

Ed Resnick, salesman, Warners, Portland, has been transferred to Denver as salesman, and will cover the southern district. He succeeds Howard Campbell, who resigned recently to become booker for Westland Theatres. Resnick was in Denver as a Warners salesman several years ago.

Robert Selig, assistant to the president, Fox Inter-Mountain Theatres, and Mrs. Selig went to Hawaii on vacation. . . . The Denver Shipping and Inspection Bureau is mailing out its annual phone list of exchanges and others in the industry to theatres, businesses, and individuals. If you want a copy and do not receive one, write to Lynn Fetz, manager.

Fred Paloski, Lippert branch manager, Salt Lake City, came to Denver for the screening of "They Were So Young." . . . Harold Rice, Fox Inter-Mountain Theatres southern district manager, is a member of the "I'm Harold's Helpers' Club," which will devote their time to making a success of the March of Dimes campaign. . . . Don Hammer, Lee Theatres booker and buyer, and Mrs. Hammer went to California for a vacation and will visit his sister who resides there.

John Wolfberg, formerly a local theatreman and president, Allied Rocky Mountain Independent Theatres, and Mrs. Wolfberg were visitors last week. . . . E. E. Jameson, Shipping and Inspection Bureau owner, was here from his Kansas City headquarters, conferring with Lynn Fetz, manager.

Robert Lippert was in between planes and conferred with Tom Bailey, franchise owner. . . . The home of Wilbur Williams, owner, Westwood, was ransacked, with the thieves getting away with more than \$1,500 worth of clothing and other property. . . . Charles Galbaugh, projectionist, Mayan, for many years, died here last week. . . . Word received here says that Hal Baetz, formerly district manager, Fox Intermountain Theatres here and earlier in Salt Lake City, is ill and confined to bed. Friends here have organized a writing campaign. Send your letters and cards to 740 35th Avenue, Seattle.



This imaginative theatre front was recently erected by Jim Gorman, manager, Loop, Chicago, to sell Michael Myerberg's RKO release, "Hansel and Gretel."

Thermolator Corporation, manufacturers of car heaters, has named Sam Reed, Golden, Colo., as their representative in the region for the repair and rebuilding of such units, which work Reed will add to his speaker repair service. . . . Merle Jacobson, Lee Theatres auditor, vacationed in Racine, Wis., where he visited his mother. . . . Seen on Film Row were Mitchell Kelloff, Trinidad, Colo.; Mr. and Mrs. Burl Lingle, Estancia, N. M.; Mervin Reed, Glenrock, Wyo.; George McCormick, Canon City, Colo.; and Joe Novak, Pueblo, Colo.

MGM's Rocky Mountain Ticket-Selling Workshop launching its 1955 Motion Picture Theatre Celebration here was of such importance to Pat McGee, general manager, Cooper Foundation Theatres, that he not only invited every manager of the circuit's theatres in Oklahoma, Nebraska and Colorado, but told them to bring their wives at company expense and to hire baby sitters if needed and add the baby sitters' fees to the expense account. Ed Thorne, city manager of the circuit's houses in Oklahoma City and newly elected Oklahoma Theatre Owners president, attended. Moe Rudick, whose Gila, Silver City, N. M., is more than 900 miles from here, apparently was the holder of the long distance travel record. Also present from New Mexico were Nathan Greer, Salmon and Greer Enterprises, Santa Fe, and James Griffing, All State Theatres, Albuquerque. Mrs. Ruth Wolfberg and Tom Smiley, vice-president and general manager, Wolfberg Theatres, headed delegation representing that circuit. Claude Graves and Wilbur Williams, Flat Iron Theatres, Boulder, Colo., also were present. Other leading showmen of the Rocky Mountain area who headed delegations representing their organizations were Charles Gilmour, Gibraltar Enterprises; Richard Klein, Black Hills Amusement Company; Ray Davis, Fox-International Theatres; William Hastings, RKO Orpheum Theatres; and Mrs. Vera Cockrill, Denham, Denver, were also on hand for the Workshop under the leadership of Mike Simons, MGM customer relations director, and Emery Austin, exploitation head.

Concurrent with the holding of MGM's Ticket Selling Workshop here, one of the first acts of former U. S. Senator Ed Johnson on his official entrance into

the Governor's office was signing of a proclamation heralding the month of January as "Go To The Movies Month" in the State of Colorado. The proclamation was signed at the state capitol in the presence of Emery Austin, MGM exploitation manager, who came on from New York for the Workshop meeting, and John Ericson, who flew in from California to also be present for the ceremonies taking place. Copies of the signed proclamation are being photostated and will be sent to every exhibitor in this territory for posting in his lobby to further acknowledge and encourage MGM's efforts to bring a greater concentration of outstanding products to the public's attention.

## Des Moines

Retiring Iowa Governor Leo Elthon suggested a state luxury or amusement tax as a source of state revenue in his biennial address delivered before the state legislature. Elthon pointed out that the federal government had reduced the luxury tax from 20 to 10 percent and that perhaps this might be the source for additional revenue, which he said is needed to avoid deficit spending by the state.

Don Biebaum has been appointed as manager, Strand, Waterloo, Iowa. For the past seven years Niebaum has been manager, Hollywood, Sioux City, Iowa. He replaces William Gardner, who has been transferred here by Tri-States Theatre Corporation.

The Lorimore, Lorimore, Iowa, has been closed indefinitely because of lack of patronage. . . . The Diagonal, operated by W. M. Watson at Diagonal, Iowa, has closed until further notice.

## Kansas City

Harold Wirthwein, Allied Artists' western division sales manager, and Roy M. Brewer, head, exchange operations, were in for conferences with R. M. Copeland, branch manager, regarding release plans in the area for "Tonight's The Night."

## Los Angeles

Jerry Percell is resigning his position as salesman with Columbia Pictures to join Metropolitan Theatre chain, with Bill Evidon, office manager stepping into the breach left by Percell. Fred Wise, of the booking department, moves into the office manager's desk, while N. A. McTaggart, salesman, will come into the booker's spot created by the advancement of Fred Wise. . . . Ailing at home was Pat Vincent, Warner Brothers secretary.

The Royal Theatre, Guadalupe, operated by Moses Hernandez, closed to prepare for the installation of Cinema-Scope equipment. . . . Mel Brown, owner, Twin-Vue Drive-In, caused quite a sensation when he appeared on the Row 160 pounds lighter, the result of a rigidly supervised diet.

Paying one of his rare visits to the Row was Jimmie Edwards, Edwards Theatres. . . . M. J. McCarthy, Allied



Artists branch manager, was back from Phoenix after huddles with the Arizona-Paramount Theatres, the Harry L. Nace Theatres, and the Tri-Delta Circuit . . . The Empire, which was formerly handled by Exhibitors Service, will henceforth be managed by Carl Young who formerly owned a number of theatres in Los Angeles. . . . Jack Sherriff, Realart salesman, was off to San Diego on a business trip. . . . Bob Bernhard, Favorite Films booker, was the recipient of a surprise birthday party held by his wife and friends.

## Milwaukee

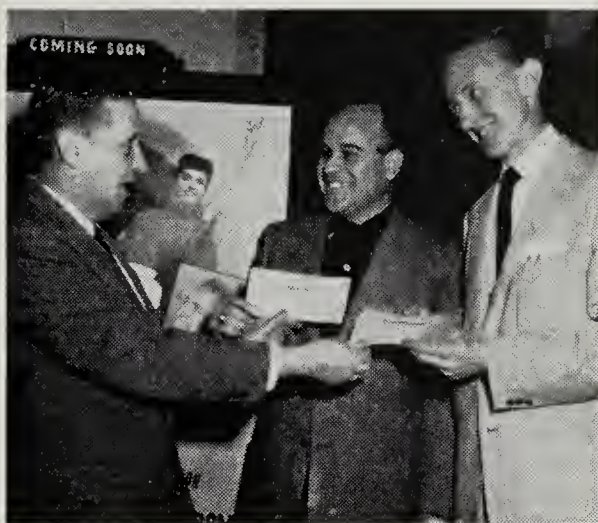
Robert Gross, district manager, Smith Management Company, announced that Donald Baier, former manager of the Century, Milwaukee, and now serving with the army will be released in April and will be the new manager of the Ridge-Road Drive-In outside of Gary. . . . Johnny Mednikow, manager of the National Screen Service, is at Mount Sinai Hospital for an ear operation. . . . John Leland, of the Arcadia, is installing CinemaScope in his Vogue.

Charlie Toy, pioneer theatre owner, and well known Chinese restaurant man here, passed away at the age of 95 years in China. Toy used to operate the Toy and the Toy Building, which housed many of the major film exchanges in the twenties. . . . Mary Vetter, manager, Grand, Oshosh, Wis., was in booking on Tuesday. . . . Mrs. Audrey Coggins, booker for the Screen Guild exchange for five years, is resigning to continue her household duties.

J. C. Lamb, husband of Genevieve Saxe, daughter of the deceased John E. Saxe, Saxe Brothers Theatres, passed away at Perrysburg, O. The Saxe Theatre chain was taken over by the Fox Wisconsin Amusement Chain. . . . Robert L. Lippert, Lippert Pictures, was in on a swing through the territory of franchise holders of Lippert Pictures. He held a luncheon for 25 prominent theatre owners and buyers and bookers at the Schroeder Hotel. Lippert was assisted by Benny Benjamin, local branch manager. Lippert is en route to Indianapolis, Chicago, St. Louis, and Kansas City before his return to Los Angeles.

Mike Simons, director of customer relations for MGM, addressed the Chamber of Commerce and Luncheon Clubs of Green Bay, Wis., when the businessmen of that city jointly paid tribute to Elmer Brennan, district manager, Standard Theatres, and Russell Leddy, local first-run showman, whose theatres are focal points in MGM's salute to the motion picture theatres in the northern Wisconsin area. Brennan's Bay played "Bad Day At Black Rock," and Leddy's Orpheum played "Green Fire" to top off the celebration.

Mayor Dominic Olejniczak proclaimed January as the month for "There's More Fun At The Movies." In signing the proclamation, which was attended by Russell Leddy, manager, Orpheum, Harold Klika, manager, Bay, and E. R. Brennan, district manager, Standard



Bernie Evans, MGM press representative in Kansas City, recently presented two more winners of MGM's "Rose Marie" record album contest with cash awards. Receiving the checks are Kencil Elkins, manager, State, Ft. Madison, Iowa; and Harry Rempe, owner, Rempe's Music House, same city.

Theatres, Mayor Olejniczak stated that the motion picture theatres of Green Bay represent an important and unique civic endeavor, not only as a professional business enterprise but also as the center of entertainment. The Mayor also proclaimed that "I believe it fitting and proper to encourage and support the aggressive plans of the motion picture industry and particularly the men and women of this great entertainment medium in the city of Green Bay who diligently strive to provide the finest in entertainment.

## Minneapolis

Extensive remodeling projects for two independent loop theatres, the World and Gopher, have been announced. Both houses will completely remodel their front, foyer and lobby. Gil Swenberger, general manager of the Berger circuit, operator of the Gopher in partnership with Robert Karatz, could give no cost of the Gopher remodeling yet, but operators of the World said they expect to spend \$75,000-\$80,000 on the project. Liebenberg and Kaplan are architects for both jobs.

Paul Perrizo is installing CinemaScope equipment in his Avalon and Strand theatres, Blue Earth, Minn., and his Roxy, Winnebago, Minn. . . . Don Swartz' Independent Film Distributors is preparing for its 10th anniversary drive from February through April. . . . Eph Rosen, assistant branch manager, MGM, has been transferred to Des Moines, temporarily during the illness of Jerry McGlynn, Des Moines branch manager.

John Thompson, Columbia exploiteer, was in for "Violent Men," Orpheums, Minneapolis and St. Paul. Also in were Dianne Foster, a star of the film, and Lyle Rocks, Columbia studio representative. Miss Foster made personal appearances. . . . Barbara Magnuson is the new contract clerk, RKO, replacing Incz Anderson Bronstad, who joined her husband in service. . . . Abbott Swartz, branch manager, UA, vacationed in New York.

Recent out-of-town exhibitors on the Row were Mel Edelstein, Hibbing, Minn.;

David Deutch, Virginia, Minn.; Peter Campbell, Walhalla, N. D.; Bruce Waters, Turtle Lake, Wis.; Joe Brezezinski, Greenwood, Wis.; and Joyce Alexander, Braham, Minn. . . . M. A. Levy, 20th-Fox district manager, attended a district managers' meeting in New York. . . . Charlie Jackson, salesman, WB, was honored at an exchange party upon his retirement.

Ben Katz, U-I exploiteer, was in from Chicago for "So This Is Paris," Orpheums, Minneapolis and St. Paul. . . . Robert L. Lippert, Sr., was in from Beverly Hills calling on Don Swartz, local Lippert franchise holder. . . . Rolette, Rolette, N. D., has reopened under the management of Clarence Rockvov. . . . Mary Stockman has closed her Sibley, Winthrop, Minn.

Grand, Grantsburg, Wis., has closed for the winter. . . . Abe Engler, partner in the Hopkins, Hopkins, Minn., is vacationing in Arizona. His brother, Louis, his partner, is recovering at home after an illness. Sons of the two are operating the house. . . . The shuttered Moon, Yankton, S. D., has been sold by Bill Tammen to Carl and Larry Wallbaum.

The new Tioga, Tioga, N. D., in the heart of that state's oil country, opened recently. . . . Piller, Valley City, N. D., has completed a seat reupholstering project. . . . H. L. Stonzman and Arthur Bean, owners, Strand, Minot, N. D., have changed the name of the house to the Town. . . . Complete modernization of the Beloit, Beloit, Wis., has been started. . . . Fenway, Fennimore, Wis., has been sold by Ralph Farrington to Ed Orthaus, Prairie du Sac, Wis.

Minnesota Amusement Company and RKO Theatres have signed a new three-year contract with the Minneapolis projectionists' local 219, IATSE. The contract provides for no increase in pay this year, but grants a nine-cent-an-hour increase in 1956, and an additional nine-cent-an-hour increase to the projectionist in 1957.

Highlights of the recent campaign on "Vera Cruz" put on by Ed Linder, manager, Gopher, were an old time tunes contest planted with Larry Fisher, disc jockey on WTCN; the enlisting of the aid of the public library by placing displays, cards and stills in the main library and 16 branches as well as two bookmobiles; outstanding window displays with music stores, clothing stores, jewelry stores, and sporting goods stores. For street bally Linder used a real covered wagon with horses and costumed driver and oilcloth bannered sides giving title, playdates, and theatre. Ward Bentley, UA publicist, worked along with Linder on the stunts and promoted a buckskin suit from a local store for TV appearances set on four such shows. A special front was made up including beautiful colored blow-ups, a tremendous banner directly over the boxoffice and signs on both sides of the marquee approximately five feet high by 15 feet wide. The boxoffice also had a special display around its entire lower section reading "first motion picture in Superscope."



## Oklahoma City

Mike Simons, director of customer relations, MGM, launched MGM's salute to theatres of the southwest in an appearance before 150 Video Theatre managerial and home office personnel at the Skirvin Hotel.

John G. Bradley, Tulsa, Okla., has leased the Grotto, Turley, Okla., from J. W. Millins. . . . Mr. and Mrs. Billy Moore are the proud parents of a baby girl, Rodena Louise. Mrs. Moore was formerly receptionist at Paramount. . . . Ed Harris, former booker at Republic, is now on the road for the same company. He is replaced by Everett Mahaney, former booker, Warners. . . . C. H. "Buck" Weaver, Paramount branch manager, is vacationing in Florida.

Out-of-town exhibitors in town were Ray Hughes, Liberty, Heavener, Okla.; Oral Wingard, Ritz, Jay, Okla.; J. Y. Greenwood, Greenwood, Boswell, Okla.; Jess Cooper, Lyric, Chelsea, Okla.; Mrs. Bess M. Wilkie, State, Harrah, Okla.; J. E. Holt, Wigwam and Holt, Coalgate, Okla.; G. N. Walker, O. K., Newkirk, Okla.; B. J. McKenna, Oklahoma, Norman, Okla.; L. E. Brewer, Royal and Folly, Pauls Valley, Okla.; Jack Pierce, Time and Place, Stigler, Okla.; Mr. and Mrs. C. W. Duncan, Avalon and Redskin, Wetumka, Okla.; L. G. Bumpers Joy, Vian, Okla.; Henry Simpson, Princess and Walmur, Bristow, Okla.; W. T. Kerr, Kerr, Sulphur, Okla.; E. M. Freiburger, Dewey, Dewey, Okla.; Mr. and Mrs. M. J. Dowling, Palace and Chief, Eufaula, Okla.; Frank Nordean, Arcadia, Maud, Okla.; and Bill Slepka, Crystal and Jewel, Okemah, Okla.

## Omaha

No successor has been appointed to fill the 20th-Fox manager position as yet. Meanwhile, the memorial fund for Joe E. Scott, exchange head 20 years who died after a heart attack, has swelled to over \$500. The money will go toward a Joe Scott memorial room at the Rehabilitation Center for handicapped children. Bill Barker, heading the Variety Club committee in charge, said exhibitors had been heavy donors to the fund. . . . Bill Barker, Co-Op Theatre Service, knocked off a 743 to set a new record in the crack Classic Bowling league. It was his first 700 series in five years and he nearly got his second 300 game. He had nine straight strikes and finished with 266. His best series is 769. His 300 came in 1951. Pat Halloran, 20th-Fox salesman, rolled high series, and Mary Halloran high women's game in the Mixed League.

At a buffet luncheon at the Columbia exchange, branch manager Joe Jacobs presented a gold watch to General Grant Green, office custodian who has been with the company 27 years. Others at the luncheon were Ben Marcus, district manager from Kansas City, a number of exhibitors and film buyers and representatives of the industry. . . . Don McLucas, United Artists branch manager, returned from a vacation in Arizona.

W. R. Kemp, manager and co-owner, Grand, Grand Island, Neb., had two

pages of coop ads on "A Star Is Born" in The Grand Island Independent.

The Omaha Variety Club Tent 16 is sponsoring a new project, a new rehabilitation center for the care of handicapped children. In memory of Joe Scott the receiving room of this center will be known as the "Joe E. Scott Memorial Room." All of his friends wishing to contribute to this memorial fund should send checks payable to Heart of Variety, William Barker, Tent 16 property master.

In a recent bulletin of Allied of Iowa, Nebraska and Mid-Central, the group takes issue with Barney Balaban, president, Paramount, and Adolph Zukor, chairman of the board, who allegedly said recently that the industry would be better off without several thousand theatres; that Paramount would continue as planned to release just 20 pictures this coming year; and that "Paramount has tried the quantity-rather-than quality policy and had gone broke on it," adding, among other things, that "people do not go to the theatre today from habit." The group states, "The biggest calamity that could ever hit the motion picture industry would be if distribution succeeded in closing all small town and sub-run theatres. They would soon find that their first-run palaces would eventually crumble like the well-known house of cards."

## St. Louis

In Marion, Ill., Stewart Cluster, who operates the Palace, Johnston, Ill., has been revealed as the theatre owner who will operate the 500-car and 600-car drive-in that is being constructed on the west side of State Highway 37. Cluster has purchased the drive-in site from Marion Castellano, whose construction company will do the construction work. April 15 had been set as the opening date. It will be named the Marion Drive-In.

In Golconda, Ill., the Ohio Theatre, 282-seater, was reopened on Christmas day, with the presentation of its first CinemaScope production. The theatre, operated by W. L. Davis, was closed to permit the installation of the new equipment.

The Rio Syrup Company has moved into its new factory and showrooms at 1804-06 South Jefferson Avenue, a spot much more convenient to Film Row than the company's old location. . . . Bill Crosby, National Carbon representative from Kansas City, was a visitor to Film Row.

It was happy birthday for Bess Schalter, owner, Columbia. . . . Myra Stroud, managing secretary, Missouri-Illinois Theatre Owners, visited Mount Vernon, Ill., and then went to Fairfield, Ill., to visit with Mr. and Mrs. Bob Johnson, Strand.

The Jablonow-Komm Theatres organization is now housed in its beautiful new headquarters at 120 Clayton, Mo. . . . Bernie Evens, MGM exploiter, had a swell campaign for "Deep in My Heart," which opened at Loew's State.

We're sorry to learn that Bill Powell, district manager, Midwest Drive-In Theatres and other Phil Smith houses, is being transferred to Boston, headquarters for the Smith interests. It is a fine promotion for Bill, but a loss to the theatre owners of this territory because of his fine work on behalf of MITO during his tenure.

First Lieutenant Nicholas Piccione, son of Mrs. Grace Viviano Piccione, owner, Apollo Theatre Building, under lease to Joe Litvag, returned recently from his tour of duty in Korea and the Far East.

Jeannie Johnson, a dancer in the Latin Quarter, New York, who was picked as "Pagan Princess" in a contest staged by Universal-International and the Art Students League of New York, was in to plug "Sign of the Pagan" at Fanchon and Marco's Fox. As a publicity gimmick, she and a Marine sergeant spent an evening at the Chase Club, with Fanchon and Marco picking up the check.

The Uptown, dark for many months, was the scene of a Youth for Christ New Year's Day rally. . . . Jimmy Bradford, Columbia salesman, vacationing at Hot Springs, Ark., flooded Film Row with "Wish you were here cards." Art Plant, Columbia city salesman, vacationed at home.

Gene F. Sischelman, Columbia auditor, completing his work here, moved along to his next assignment. . . . Paul Krueger, co-general manager, Fred Wehrenberg Circuits, Mrs. Krueger, and her mother, Mrs. Fred Wehrenberg, are vacationing in Florida. . . . Herman Gorelick, Realart, and Tommy Williamson, RKO manager, were in Springfield, Ill., on business.

Construction was scheduled to start on the \$450,000 Holiday Drive-In, the newest project of the Jablonow-Komm Theatres organization, Clayton, Mo. Louis Jablonow, general manager, said that the Holiday will provide ample equipment for entertainment, dining, patio lounging, and supervised child play essentials. Sixteen ramps on descending levels will accommodate 1,000 automobiles, and special in-a-car electric heaters will be provided at 500 posts so that the new drive-in can be operated on a year round basis.

Under the sponsorship of the Theatre Equipment Dealers Association, Ray G. Colvin, executive director, spoke before the Lions Club at Jerseyville, Ill. His subject was "Sense and Nonsense About The Movies."

A. B. "Jeff" Jefferis, owner, Jefferis, and Pine Hill Drive-In, Piedmont, Mo., was stricken with a virus infection while here for a meeting of the local planning committee for the second annual Allied national drive-in convention to be held at the Chase Hotel on Feb. 8, 9, and 10. Jefferis, after receiving medical attention left for Piedmont with his wife, Mrs. Maud Jefferis. Their son, Robert, and his wife left for Piedmont earlier.



The appeal of various officers and members of Moving Picture Machine Operators' Union, Local 143, IATSE affiliate, in the case in which Hugh Graham, former operating sub-lessee, LaCosa, won a decision in the St. Louis County Circuit Court against the union's effort to compel that house to employ two union projectionists, has been set for hearing on May 3 by the Court of Appeals. The LaCosa now is being run with only one union projectionist. The same concession has been extended to a number of theatres in the city and county.

The general overall plans for the Feb. 8-9-10 National Allied drive-in convention at the Chase Hotel, the second of its kind, were whipped into shape at a meeting at the Morrison Hotel, Chicago, and attended by Jack Kirsch, Chicago; Ben Marcus, Milwaukee, National Allied president; Wilbur Snaper, New York City; A. F. Myers, Washington, general counsel and chairman of the board; Ruben Shor, Cincinnati, national treasurer; H. Pearson, Milwaukee; Abe Berenson, New Orleans; Trueman Rembusch, Indianapolis; and A. B. Jefferis, Piedmont, Mo., president, Mid-Central Allied Independent Theatre Owners, and Mrs. Jefferis. There will be some relaxation the evening of Feb. 9, when Pepsi Cola will host a theatre party at the famous Golden Rod Show Boat on the Mississippi River, and probably a buffet supper at a local brewery. The plans call for a special session to be devoted to concessions discussions. Among the companies that have completed arrangements for booth display space in conjunction with the convention are Tyson-Caffey Corporation, Wayne, Penn.; Berlo Vending Company, Philadelphia; Hollywood Servemaster, Kansas City; Hoolywood Brands, Inc., Centralia, Ill.; Raytone Screens, Chicago; Altec Service, New York City; Selby Industries, Akron, O.; Theatre Specialty Company, Los Angeles; Coca Cola Company, Chicago; Miracle Whirl Company, Grinnell, Iowa; Mission Dry Company, Los Angeles; Signs, Inc., Boston; Temple Frosted Foods, Brooklyn, N. Y.; Rex Specialty Bag Company, Brooklyn, N. Y.; Heat Exchangers, Inc., Chicago; Safeway Sanitation Corporation, Buffalo; Manco-Vision, Butler, Wis.; Pepsi Cola Company, New York City; Strong Electric Corporation, Toledo, O.; Cretors, Inc., Nashville, Tenn.; Timberstructures, Inc., Portland; Frozen Farm Products, Altoona, Pa.; Reavis Vending Company, St. Louis; Ballantyne Company, Omaha; R. J. Reynolds Tobacco Corporation, Winston-Salem, N. C.; Rickensohl Fixture Company, St. Louis; Jamison Manufacturing Company, Los Angeles; Motiograph, Inc., Chicago; J. E. Robin, Inc., East Orange, N. J.; Rio Syrup Company, St. Louis; Jobil Products Company, Detroit; Ohio Valley Merchandising Company, Morganfield, Ky.; Wald and Company, Kansas City; National Carbon Corporation, New York City; Nehi Corporation, Columbus, Ga.; Manley, Inc., Kansas City; Steel Products, Inc., Cedar Rapids, Iowa; National Theatre Supply, New York City; Hertner Electric Company, Cleveland; Thermolator Corporation, Glendale, Cal.; and Carbonic Dispensers, Inc., Canfield, O.

It was believed all booths would be taken prior to the first session.

In Salem, Mo., Hugh Graham, theatre owner and manager, has leased the Starlite Drive-In, 250-car capacity, from Paul and Artie Hamaker, and contemplates opening the theatre for the 1955 season early in April. The exact opening date will depend upon whether Graham decides to put in facilities for CinemaScope pictures immediately.

It is understood that the Frisina Amusement Company, Springfield, Ill., has definitely decided on CinemaScope for all its drive-ins including the Car-Breeze Drive-In, Carlyle, Ill.; Diane Drive-In, Carlinville, Ill.; Starlight Drive-In, Effingham, Ill.; Frisina Sky-View Drive-Litchfield, Ill.; Skyway Drive-In, Mattoon, Ill.; Springfield Drive-In, Springfield, Ill.; Frisina Drive-In, Taylorville, Ill.; Frisina Drive-In, Robinson, Ill.; Frisina Skylark Drive-In, Keokuk, Iowa; Frisina Ski Hi Drive-In, Hannibal, Mo.; and the Frisina Little Dixie Drive-In, Mexico, Mo. The Frisina Amusement Company has already completed the installation of CinemaScope facilities in all of its brick-and-mortar theatres in Illinois, Iowa, and Missouri.

The Autovue Drive-In, Malden, Mo., owned by the Malden Amusement Company, G. D. Haskins, has installed CinemaScope equipment from St. Louis Theatre Supply. Other drive-ins that will definitely go to CinemaScope include the Olney, Olney, Ill., owned by H. E. Coen, Robert Hill, and Clarence Young; Rendezvous, Flora, Ill., Valley Drive-In Corporation; Fairfield, Fairfield, Ill., Valley Drive-In Corporation, Lawrenceville, Ill.; and the Skyview, DeSoto, Mo., owned and operated by W. A. Collins.

In Clarkton, Mo., the All Star Drive-In, 350-car capacity, being constructed by C. Virgil Harris, Dexter, Mo., is scheduled to be opened in about a month. Harris formerly was a partner in the Autovue Drive-In, Malden, Mo.

Officers and directors of the Missouri-Illinois Theatre Owners, an affiliate of TOA, held their first regular meeting of 1955 in Melbourne Hotel, with Lester R. Kropp presiding. Kropp is co-general manager, Fred Wehrenberg Circuit. Prominent on the agenda was the appointment of permanent committee to serve through 1955. Plans also were made for the 1955 membership drive, while preliminary plans for the annual joint meeting with the Kansas-Missouri Theatre Association, Inc., also a TOA affiliate, were discussed.

"Cinerama Holiday" will have its mid-west premiere at the Ambassador on Feb. 21. . . . Edward B. Arthur, president, St. Louis Amusement Company, and general manager, Fanchon and Marco Service Corporation, has been named chairman, zoo committee, in connection with the selection of projects to be included in the proposed \$100 million municipal bond issue to be submitted to the voters.

State Senator Edward V. Long, owner, Trojan, Troy, Mo., and Orpheum, Els-

berry, Mo., officially assumed his duties as president protem of the Missouri Senate at Jefferson City. . . . Herb Washburn, manager, National Screen Service, left to attend a company convention at Miami, Fla.

Out-of-town exhibitors seen along Film Row included Harry Nash, California, Mo.; Val Mercier, Perryville, Mo.; L. A. Mercier, Fredericktown, Mo.; Leon Jarodsky, Paris, Ill.; William Collins, DeSoto, Mo.; Ben Temborius, Breeze, Ill.; Charley Beninati, Carlyle, Ill.; Joe Goldfarb, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Eddie Clark, Metropolis, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Mrs. Catherine Beckemeyer, Trenton, Ill.; Louis Odorizzi, Mount Olive, Ill.; Herman Tanner, Vandalia, Ill.; John Rees, Wellsville, Mo.; Rani Pedrucci, feature booker, and John Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.

Christ Pashoff, formerly assistant manager, Washington, Granite City, Ill., is manager, City, there, which was reopened on Christmas day after being dark about two years. Formerly a first-run house the City has a new policy showing selected top features of recent seasons at new low bargain prices. . . . Walter Lee, head, Columbia shipping department, is very proud of that handsome watch he received at the office's Christmas party in recognition of his 25 years of service.

Mrs. Fred Wehrenberg, widow of the prominent national and local exhibitor leader, flew back from Florida so that her grandson, Ronnie Krueger, could return to school. Ronnie's parents, Mr. and Mrs. Paul Krueger, decided to stay in Florida for several additional days. Paul is co-general manager, Fred Wehrenberg Theatres.

Funeral services for Oscar D. Guth, 77, treasurer, Edwin F. Guth Company, lighting fixtures firm, were held at the Lupton Funeral Home, University City, Mo.

Paul Hamaker, coowner, Starlite Drive-In, Salem, Mo., has returned home after being in Barnes Hospital undergoing a complete checkup. . . . The folks along Film Row were saddened by the death of the mother of the late Tommy Tobin, well known local exchange manager, film salesman, and theatre owner, who passed away a few years ago. . . . Mrs. C. W. Bates, former owner, Lincoln Trail, Athens, Ill., died there during Christmas week. She had been ill for some time.

Arlie O. Choate, Wayne, Wayne City, Ill., is recovering from a recent illness. . . . Hall Walsh, Southern Prairie district manager, and Lester Bond, local manager, Weber Brothers, were in Springfield, Ill. . . . Harry C. Arthur, Jr., general manager, Fanchon and Marco, was due back from the west coast. . . . In Adams vs. Loew's, Inc., a personal injury damage suit, the case was tried before United States District Judge Rubey Hulen without a jury. He awarded the plaintiff judgment for \$1,500, with costs to the defendant.



**Cancer  
strikes  
1 in 5**

**Strike  
back**

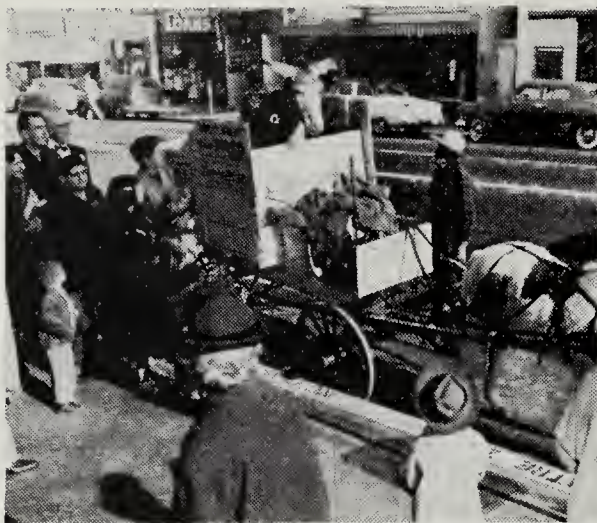
**Give**

Your gifts to the American Cancer Society help guard those you love.

Your dollars support research in a hundred laboratories and universities . . . spread life-saving information . . . ease pain and suffering . . . provide facilities for treatment and care of cancer patients.

It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. You may mail it, simply addressed CANCER, c/o your local post office.

**American  
Cancer  
Society**



A name-the-burro contest, pitched to small fry and adults, recently built solid advance interest for the opening of United Artists' "Vera Cruz," UA, San Francisco. The promotion was co-sponsored by the San Francisco Chronicle and was plugged round-the-clock on radio and TV. The ass was awarded to the top entrant with 25 cash prizes going to other finalists.

### San Antonio

Helen Jones, former staff member at Municipal Auditorium became cashier at the Texas. . . . A seamless all-purpose screen has been installed at the Majestic, according to Lynn Krueger, manager. This is the fifth screen which has been installed in the Majestic since the advent of 3-D films. . . . Brian Donlevy, the Hollywood movie star, stopped here over the week-end and then went on to Houston, Tex., where he will appear in a stage play at the Music Hall.

Local students groups are showing a keen interest in the film, "Out Of This World," the pictorial record of the Lowell Thomas, Jr. and Sr. expedition to Tibet in 1949. The students are being offered special reduced rates by Tom Sumners, operator of the Josephine, where the film is currently being shown. . . . Alice Graff, Statewide Drive-In Theatres, was married here to William Carrera. . . . Children are being admitted free to the Alameda under a new policy established by Ignacio Torres, manager. The policy is only in effect on Mondays through Fridays.

Mrs. R. F. Cornes reported that CinemaScope equipment was installed at her Cornes, Farmersville, Tex. . . . Columbia Pictures announced that they plan to build an exchange office in Houston, Tex. Recently, 20th Century Fox purchased a tract of land for the same purpose. It was expected that other companies would also open exchanges here. . . . CinemaScope equipment has been installed at the various theatres operated by Mrs. W. W. McNatt at Daingerfield, Omaha, Naples, and Hughes Spring, Tex. . . . W. L. Mackney, operator, Pine Grove Drive-In, Navasota, Tex., was killed in an automobile accident.

The Teatro Nacional, operated by the Zaragoza Amusement Company, has become a first run operation. It formerly was a second run.

CinemaScope equipment has been installed at the Mesquite Drive-In, Jacksboro, Tex., according to owner and

operator, Howard Shabay. . . . R. H. Muse purchased the Wolfe, Wolfe City, Tex., and has taken over operations. . . . Tom Luce, owner and operator, Ritz, Celina, Tex., announced the completion of the installation of CinemaScope equipment. . . . Funeral services were held at Victoria, Tex., for Ruben Frels, 67, veteran South Texas theatre owner who died following a brief illness. He headed the Frels Theatres, Inc., which operated a group of 14 theatres with headquarters at Victoria, Tex. . . . CinemaScope has been installed at the Joy, Mount Vernan, Tex., owned and operated by Roy DeViney.

Abe Willis, manager, Palace, San Saba, Tex., reported the completion of the installation of CinemaScope equipment. . . . Lee Lipscomb, manager of the Jacksboro Drive-In, Fort Worth, Tex., operated by Ezell and Associates, announced that three perfect ammonites, prehistoric fossils which are estimated to be over 200 million years old, were found during excavations at the drive-in to enlarge the capacity to 1,500 cars. The formations have been on display at the snack bar and drawing a huge crowd. Experts from national organizations are expected to come here to examine the finds and to examine the site for other formations.

### Seattle

Film Row enjoyed a long New Year weekend, with all exchanges closed Friday, Saturday, and Sunday. . . . Lee Scott, Modern Theatre Supply, has just returned from supervising installations of equipment at the Onalaska, Onalaska, Wash., owned by William Lyon. The equipment consisted of a new RCA Dynalite screen, anamorphic lenses, and drapes and curtain control. . . . Chuck Rosenmeyer, Paramount, spent New Year's in Portland. . . . Lou Pressler, head, Foreman Drive-Ins, left for a vacation in the south. . . . Al Larpenteur, Northwest Releasing Corporation salesman, started on an eastern Washington road trip.

John Hall, operator, Ki-Be, Benton City, Wash., was on the Row. . . . Henry Haustein, Paramount branch manager, returned to his desk after his annual vacation to San Francisco. . . . Mike Barovic reopened the Liberty, Puyallup, Wash., on Christmas day, with complete stereophonic sound and a new Walker screen supplied through National Theatre Supply under the supervision of John Riley.

Bill Stahl, NTS salesman, is handling the installation of a new Walker screen at Peter Barne's Avalon, Okanogan, Wash. . . . Walter Hoffman is in Portland working on the promotion of "Bridges at Toko-Ri."

Burtus Bishop, midwest sales manager, and George Hickey, west coast sales manager, were here for meetings in connection with MGM's 1955 motion picture celebration. . . . Seattle Times drama critic Lou Guzzo made his first trip to the Hollywood studios recently when he accompanied the annual Rose Bowl winners to Los Angeles.



## NEWS OF THE

## Territory

Boston  
Crosstown

Samuel Pinanski, New England exhibitor chairman for the 1955 campaign of the National Conference of Christians and Jews in observance of Brotherhood Week, announces the following appointments of state chairmen, Richard Smith, Massachusetts; Ray Kiniry, Vermont; Fenton Scribner, New Hampshire; Connie Russell and Ralph Tully, co-chairmen, Maine; and Myer Stanzler, Rhode Island.

At the annual election of officers of the Variety Club of New England held at the club's headquarters at the Hotel Statler the entire slate was reelected. The reelection of Walter A. Brown as chief barker marks the fourth consecutive year that the popular president, Boston Garden, has held this office. Others reelected were Philip Smith, president, Smith Management Company, first assistant chief barker; Michael Redstone, president, Redstone Drive-In Theatres, second assistant chief barker; James Marshall, general manager, Film Exchange Transfer Company, dough guy; and Kenneth R. Douglass, Sr., president, Capitol Theatre Supply, property master. Canvasmen elected to serve for one year were Arthur Lockwood, James Mahoney, George Roberts, Benn Rosenwald, James Stoneman, Arnold Van Leer, and Richard Berenson, and the past chief barkers Samuel Pinanski, Louis Gordon, Murray Weiss, and Theodore Fleisher. Elected to the heart committee were Harry Browning, Samuel Dane, Kenneth Douglass, Reuben Landau, and Irving Wallins. Named as delegates to the national convention were Brown, William Koster, Redstone, and Murray Weiss. Koster was reelected executive director.

Max Naylor, manager, Metropolitan, won a week's trip to Bermuda for two, all because Mrs. Betty Bloom, Dorchester, Mass., won the first prize on the national TV program, "The Big Payoff." She wrote the winning letter "Why I Feel Young At Heart" in 25 words or less and also received an expense-free trip to Bermuda.

Three industry men sat at the head table at the March of Dimes kick-off dinner at the Hotel Vendome. James M. Connolly, division manager, 20th-Fox, is vice-chairman, greater Boston chapter. Last year he was the 1954 campaign director. John Feloney, branch manager, 20th-Fox, is chairman for distributors and exhibitors of the drive for 1955 and announced that the MOD trailer is available for theatres for the week of Jan. 19, at which time collection boxes will be set up. Charles E. Kurtzman, northeastern division manager, Loew's Theatres, Inc., is a member of the advisory board, and



Mrs. Betty Bloom, Dorchester, Mass., winner of a letter writing contest on "How I Stay Young At Heart" held in connection with Warners' "Young At Heart" via CBS-TV "Big Payoff" program, and duplicate winner Max Naylor, manager, Metropolitan, Boston, are seen as they recently received the good news. The prizes are all-expense-paid trips to Bermuda.

a past president and campaign director, Greater Boston chapter. The 1955 campaign director is General James F. McManmon, whose vice-chairman is attorney Whitfield Reid. George Swartz, former exhibitor and distributor, is president. Other industry men at the dinner were Herman Rifkin; Walter Diehl, Local 182, IATSE; Phil Engel and John Peckos, 20th-Fox.

Following the press screening of Allied Artists' "Tonight's The Night," starring Barry Fitzgerald, the film critics talked long distance to the star from the Hotel Statler to Santa Barbara, Cal. Harry Goldstein, publicist for AA, and Jack Saef, tub-thumper for the Paramount and Fenway, where the film opened, were in charge of the luncheon and the phone call. To speak personally with all the critics on the Boston newspapers took more than an hour, including the tape recording made by Priscilla Fortescue, station WEEI, which was used on her program. Each critic asked the popular star different questions so that the results of the phone calls made interesting reading in the local papers. Alta Maloney, Boston Traveler, asked him if he ever tired of playing Irish roles. His answer was "I never hope to get away from them. But one thing is sure—I never want to play a stock type of Irishman. I like to show how bright the Irish are. I would even relish playing an unpopular Irish character." Elinor Hughes, Boston Herald, asked Fitzgerald if he were going to make another film soon with John Ford. He answered, "We have talked about another film but it is very much up in the air. Working with Ford is a great privilege for he always seems to know exactly what he wants to do and does it with the least waste of time." Prunella Hall, Boston Post, asked him if it were true he had settled down in Ireland permanently after finishing his current film, "Finian's Rainbow." "Oh no," he answered, "I'm living here in California where my home is in Santa Barbara. Between pictures I occasionally do a radio show and I've appeared on several television programs recently. If a picture comes along that I like, I'll do it." Marjory Adams, Boston Globe, asked

Fitzgerald if he planned to return to the stage. "Oh no," he answered, "I'm too old to go back to the theatre. In 'Tonight's The Night' many of the actors who worked with me in the Abbey Theatre years ago were in the cast. It was quite a reunion and we had a happy time." Peggy Doyle, Boston American, asked him in what section of Ireland the film was filmed and he answered, "Probably I shouldn't mention this fact but the film was shot in England, 40 miles outside London, in a section that looks like Ireland, of course."

American Theatres Corporation displayed a nice token of goodwill when they saluted the first anniversary of "This Is Cinerama" by using a banner over their regular ATC Movie Guide ads in the daily papers. The banner read, "ATC Salutes Si Fabian and Sam Rosen, sponsors of 'This Is Cinerama,' Celebrating Its First Anniversary."

The Yarmouth, Yarmouth, Me., which has been operated for nearly 10 years by Marshall Carleton, is now under the management of David Score, son of Louis Score, Maine exhibitor. Louis Score originally leased the theatre from the owners and sub-let it to Carleton in 1945. . . . Richard Oberman, son of the popular Nate Oberman, head booker, MGM, is now in the booking department at RKO, handling the Maine, Vermont, and New Hampshire accounts. Oberman has finished his two-years army service, but before his enlistment he had spent several months at National Screen Service.

Joe Longo, RKO publicist, has three films to exploit in this territory, none of which are booked as yet in Boston, "The Americano," "Underwater," and "The Conqueror." . . . Max Levenson, head, Levenson Circuit, who has returned from Florida, is greatly improved in health and is back at his office full time.

## Film District

Floria Simi, booker, RKO, for the past two years, has transferred to Buena Vista as booker. . . . Julian Rifkin, vice-president, Rifkin Circuit, his wife Lee, and their son Buddy are spending their annual vacation at Miami Beach, Fla.

Etta Glazin, booking department, Paramount, has returned from a vacation in Acapulco and Mexico City. . . . Phil Bloomberg, Orpheum, Danvers, Mass., paid his first visit to the film district since his recent operation at Salem Hospital. . . . Managing director, Metropolitan, Max Naylor was given a double duty this year as general chairman, fathers and sons breakfast, Temple Kehillath Israel, Brooklyn, Mass. Two different affairs were held this year, one for fathers and their sons under 12 years and another for fathers and their sons over 12 years.

Harry Goldstein, Allied Artists eastern publicity manager, was in to handle the advance campaign here and elsewhere in New England on "Tonight's The Night." He made his headquarters at the local Allied Artists' exchange.



## New Haven Crosstown

Morris Rosenthal, Loew's Poli, and his staff have been quite busy with the details for the world premiere of the Robert Taylor film MGM's "Many Rivers To Cross" on Jan. 26. An interesting angle was that about the teaser card for the world premiere which featured a picture of Taylor and told about his being in New Haven for the bow.

A late condolence to Jim Darby, Paramount, on the death of his dad. . . . Sam Hadelman, Grand, and Mrs. Hadelman went to New York state for a week's vacation. . . . Maurice Maloney has been pinch hitting as temporary manager, Crown, filling in the vacancy made when Bernie Goffin moved to the Whitney, Hamden, Conn., to be manager there. . . . The Roger Sherman had a sneak prevue.

Jim Darby, Paramount, had local radio, TV, and press as invited guests at the special screening of Paramount's "The Bridges at Toko-Ri" at the Lincoln recently. Also present were air force, army, and other military personnel.

## Meadow Street

More and more movie actors and stars are coming into Connecticut to assist with the new productions on their initial playdates in this area. The world premiere of MGM's "Many Rivers To Cross" at Loew's Poli, with Robert Taylor making a personal appearance, and Universal-International's tour of George Nader to help "Six Bridges To Cross" are the January bookings. MGM enters with a good publicity crew, also aided by the Loew Poli New England organizations, to bally. Phil Brucker, U-I, was in the area when Nader did press, radio, and TV stints here, Hartford, Waterbury, Bridgeport, and then back to Boston. Claudia Hall, also in "Six Bridges To Cross," came in and then stopped off in Hartford, Bridgeport, Waterbury, and Boston.

Earl Wright, Columbia salesman, and Mrs. Wright had an interesting trip on their vacation in California. After a trip to Washington, the couple reached Los Angeles and visited with Wright's sister and brother-in-law. The Wrights saw the parade of the Tournament of Roses; "This Is Your Life" TV show; talked to Steve Broidy, AA executive; met Leo Schapiro, Bob Nunes, and others; and went to Mexico, Palm Springs, and other spots. Mrs. Wright stopped off in Ohio on the way back and saw her daughter, Mrs. Connie Reid and family.

A rabid golf fan, even in cold weather, is Leon Jakubson, MGM, who can be seen at Municipal on weekends. . . . Sherman Germaine, son of Sam Germaine, 20th-Fox, and wife had a 15th wedding anniversary party at the Variety Club. . . . Larry Germaine, SW office, is planning a Florida trip. . . . Joseph Giobbi, who managed the Crown, Hartford, Conn., when under the jurisdiction of Lew Ginsberg, Amalgamated, has been appointed to reopen the Crown and run it for the estate and other interested parties.



George E. Landers, Hartford division manager, E. M. Loew's Theatres, and John Markle, Columbia publicist, had the above cowboy and horse street bally out for Columbia's "The Violent Men," E. M. Loew's, Hartford, Conn.

Palace, Torrington, Conn., arranged with McCann's store to tieup with the "So This Is Paris" contest. The store ran a seven column advertisement in The Torrington Register giving the information about the contest and also a nice bit of bally for the picture. . . . The Summit Drive-In, located in Branford Hills, Conn., has been incorporated with an authorized capital stock of \$50,000. The incorporators are Charles M. Lane, North Haven, Conn., and two Branford, Conn., residents, Irving C. Jacocks, Jr., and T. Homes Bracken. Jacocks is the proprietor of the Branford. Bracken is a lawyer.

The PTA Council of Branford was scheduled to sponsor the showings of the film, "Julius Caesar," at the Branford on Jan. 26, 27, and 28. The Branford Scholarship Fund was set to receive a percentage of the proceeds from the tickets sold through school children and the PTA. . . . The Ville, Waterville, Conn., started a new encyclopedia deal.

Sam Rosen, Rosen Film Delivery, went back to Florida. . . . Ben Simon, former 20th-Fox branch manager, returned from his Florida trip. . . . Herman Hirschorn, 20th-Fox branch manager, visited in Philadelphia and other Pennsylvania spots on his Christmas week vacation.



When U-I starlet Claudia Hall visited Springfield, Mass., as part of her 10-city bally for "Six Bridges To Cross," one of her stops was at the Mayor's office, where she is seen doing her part to plug The March of Dimes, while Mayor Brunton makes a contribution. At the left is Mrs. Jule Kaufman, director, women's division, Hampden County March of Dimes.

. . . Elizabeth Kelleher, 20th-Fox, leaves her position on Jan. 28.

## Circuits Loew Poli

Division manager Harry F. Shaw and publicity director Lou Brown have been quite busy with plans for the personal appearance of Robert Taylor in New Haven in conjunction with the world premiere of MGM's "Many Rivers To Cross." Floyd Fitzsimmons, Boston, and Arthur Canton, eastern district publicity, were in aiding in the schedule and bally. Taylor was due in on the Merchants Limited and a welcoming crowd was expected at the railroad station. TV radio, press time; visit to the City Hall with the Mayor; Winchester's; cocktail party at the Taft; theatre appearance; and presentation of the Winchester award are on the schedule.

Norman Levinson, assistant manager, Poli, Hartford, Conn., is now with MGM as field representative working out of Minneapolis. . . . Al Corey, who was on a leave of absence, is now assistant manager in Hartford. . . . Joe Mansfield, United Artists, was in assisting with bally of "Vera Cruz" in Hartford.

## Variety Club Tent 31, New Haven

Ralph Pries, field representative for Variety Clubs, and a member of Philadelphia Variety, was in recently and had luncheon with members of the New Haven club.

## Connecticut Bristol

New CinemaScope screens and equipment have been installed at the Carberry, Bristol; Luxor, Unionville; and Mayfaire, Terryville, all in Connecticut, by Joe Faith, Faith Theatres.

## East Hartford

"You get more out of life with the movies—you get more out of the movies at the Burnside Theatre!" is new slogan being used via newspaper ads and screen trailers by Morris Keppner and Barney Tarantul, Burnside.

## Hartford

Attorney Herman M. Levy, general counsel, TOA, and executive secretary, MPTO of Connecticut, will address the Hartford Advertising Club on the topic of subscription or toll television at the club's Feb. 8 meeting, slated for 12:15 p.m. at the Hotel Bond here.

The 850-seat Crown, downtown subsequent-run situation, has closed down for a three-week remodeling program. . . . George E. Landers, Hartford division manager, E. M. Loew's Theatres, back from a San Francisco vacation trip with Mrs. Landers, got plenty of sizable newspaper breaks for Columbia's CinemaScope attraction, "Violent Men." Street ballyhoo, arranged by Landers and John Markle, Columbia exploiter, included an aide on appropriately-bannered horse, sent through downtown area for several days ahead of Connecticut premiere at the E. M. Loew's. Landers



planted a special newspaper story on the fact that the western marked the first wide open spaces assignment for veteran thespian Edward G. Robinson.

Morris Keppner, Burnside Theatre Corporation, was in New York on business. He got a two-column art break on revival bill, consisting of "Has Anybody Seen My Gal?" and "Lili," in The Hartford Times. . . . Bill Brooker, U-I exploitation department, was in the territory ahead of "So This Is Paris" and "Six Bridges to Cross." . . . John Silverwatch, Hartford Drive-In, Newington, Conn., and Mrs. Silverwatch are planning a Miami, Fla., vacation in February.

### Mansfield

The Mansfield Drive-In is being expanded from 757 to 950-car capacity. Lou Lipman, president, General Theatres, Inc., owners of the drive-in, has been recuperating at his West Hartford home from surgery. . . . Mrs. Morris Keppner, wife of the General Theatres partner, is recovering from surgery.

### Middletown

Playing "A Star Is Born" at the Middlesex, Mike Adorno, assistant general manager, M and D Theatres, advertised, "Note! This is the uncut full length version New York is still paying \$2 to see at the Victoria on Broadway."

### New Britain

Enterprising Joe Borenstein, Stanley Warner Strand, sold a prominent downtown merchant on a quarter-page co-op ad in the interests of "Young At Heart." The merchant, a furniture-appliance dealer, also participated in a large-scale lobby display.

### Norwich

Phil Allaire, Stanley Warner Palace, ran a "Battle of the Cowboys" on a recent Saturday matinee program, with newspaper ad copy reading, "Gene's fans sit on the left; Roy's fans sit on the right; Undecided sit in the middle; We'll count noses to see which one is the champ!"

### Wallingford

George H. Wilkinson, Jr., president, MPTO of Connecticut, has installed new wide-screen facilities at the Wilkinson.

### West Hartford

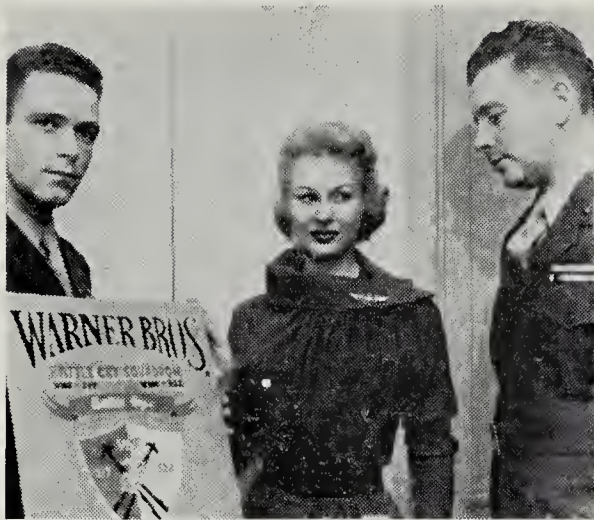
Father Francis Campbell, son of the Hugh J. Campbell, Central, visited here from Lexington, Ky. . . . The Central's Saturday morning children's shows recently marked their 500th performance.

### Massachusetts Holyoke

John Patno is the new manager, New England Theatres, Inc., Strand. The interior of the theatre has been completely refurbished.

### Lynn

Joseph Quattrochi filled in for Winfred Allen at the Capitol, and Maurice Streletsky for Eddie Frizzell, Surf, while they took their vacations in December. . . . The Uptown, West Lynn, Mass., Arthur



The official Marine Corps patch to be worn by the newly organized "Battle Cry" battalion, formed by more than 600 marines from South Weymouth, Mass., after recently watching the filming of Warners' "Battle Cry" at Burbank, Cal., is displayed above by Virginia Mayo, "Miss Marine Air Reserve," as Sergeants W. H. Davidson and W. A. Rich, USMC, look on.

Morse, manager, is now equipped for CinemaScope pictures. . . . Manager Bill Hart, Waldorf, is a happy man with a seven-pound son.

### Salem

Manager Henry J. Chapman, E. M. Loew's new Salem, took a January vacation in Florida and called on his old friend, Ed Myerson, theatre manager in Miami. Fred Vining is now on the Salem staff, and Fred Caldwell is managing the Strand, Peabody, Mass.

### Springfield

Directors of Theatre Managers, Inc., which operates 13 theatres under lease from Western Massachusetts Theatres, Inc., have declared a stockholders' dividend of 50 cents and awarded prizes for excellence in management during the past year. Also, according to Samuel Goldstein, president, Western Massachusetts Theatres, and a minority stockholder in Theatre Managers, bonuses of from \$50 to \$1000 were voted for employees of the chain with more than one year's service. Mrs. Ethel Lamont, Bing, and George Adams, Casino, Ware, Mass., shared first prize in the management contest, and John Lowe, Garden, Greenfield, Mass., won second prize.

(Continued on next page)



The Columbia Food Stores in Portland, Me., recently tied-in with the showing of U-I's "So This Is Paris," Civic, through a jingle contest with the winner awarded a French Poodle. The stores featured the promotion in their advertising and in store displays.

## BOXOFFICE STATEMENTS

—a Daily memoranda of the complete  
THEATRE CASH CONTROL SYSTEM

Printed on both sides so that  
complete factual totals for one  
day can be kept on one 8½ x  
5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Made up in pads of 50 per  
pad, each sheet is punched for  
saving in a standard ring  
binder with the date at the  
lower right corner for quick  
reference when filed.

Price per pad: 25c each

All sales prepaid. Please send check,  
money order or stamps with order.  
Sold under money back guarantee.

Ask for SAMPLE SHEETS!  
Sold ONLY to Subscribing Theatres by  
**EXHIBITOR BOOK SHOP**  
246-48 N. Clarion Street, Philadelphia 7, Pa.



## Cinerama Marks First Birthday

BOSTON—In its "Salute To Cinerama" luncheon at the Hotel Statler, the Boston Advertising Club did an outstanding job. James "Red" King, the popular tub-thumper for Cinerama here, was in charge of all arrangements for this anniversary occasion, the first birthday of "This Is Cinerama" in Boston.

Charles E. Kurtzman, northeastern division manager, Loew's Theatres, Inc., was the general chairman who introduced the speakers at the head table. These included many of the top men from Stanley Warner Corporation and officials of Cinerama, as well as officers of the Boston Advertising Club.

The chief speaker of the day was Sam Rosen, executive vice-president, Cinerama, who came on from New York for the occasion. He gave vital statistics of the Cinerama process, saying that there are 13 theatres to date showing "This Is Cinerama," all in the larger cities in this country. Montreal, he said, opened last week; London is running; and Tokyo and Osaka in Japan will be showing the film before the end of January.

There is a large initial investment for the process with a swollen weekly theatre expense, he explained, so that it is impractical to spot Cinerama theatres in all cities in the nation. Each theatre requires exclusive access to huge audiences

to justify the existence of this film. The merchandising of the film presented another problem due to its unique type not in competition with any existing medium of the theatre business. It draws patronage from longer distances and enjoys longer runs than any screen offering to date. Therefore, a mail order business for distant customers is necessary, as well as person to person contact with those nearby. Cinerama made a day-in-and-day-out business of this type of merchandising.

"In New England, we have endeavored to reach every person. We have handled over 100,000 phone calls in Boston, advertised in school publications, hotel papers, and convention magazines. We have contacted religious organizations, every fraternal group, and every travel bureau, using heralds, brochures, and mailing pieces," Rosen said. Here he interjected a nice plug for "Red" King by saying, "Our very popular Red King has addressed every type of organization at luncheons, conventions, and other business meetings throughout this territory."

He mentioned the next two Cinerama productions, the Louis deRochemont "Cinerama Holiday" and the "Seven Wonders of the World," the latter still in production. He ended his address by saying, "It's been a great pleasure for me to present an unknown side of Cinerama development to this group of Boston specialists and may I again thank the Boston Advertising Club for its gracious sponsorship of this event and for creating this happy occasion."

At the conclusion of Rosen's address, Paul Provandie, president, Ad Club, presented Rosen with a Paul Revere silver bowl and a Tricorn "Minute Man" hat as mementoes of the occasion.

Lester Isaac, national director, Cinerama exhibition, who introduced Rosen to the group, drew a laugh from the audience when he said, "Cinerama is not a Hollywood product, nor do we sell popcorn in any theatre showing the film. It interferes with the high quality of our sound system."

More than 350 members and guests of the Boston Ad Club turned out to honor "This Is Cinerama." The Georgian Room was filled with industry men including circuit owners, managers, projectionists, and independents. There were several tables of newspaper people, film critics, and radio and television personnel. A huge birthday cake made entirely of white carnations was placed before the head table. Toni Williams, "Miss Cinerama of Boston," lit the cake's one candle when the room was plunged in darkness except for the lighted matches held in the hands of the audience. It was an effective display, conceived by Red King.

In the lobby of the Boston, where the film has played for 12 months, Mayor Hynes cut the real birthday cake, assisted by Donald Hurley, president, Boston Chamber of Commerce, amid radio and television coverage, plus kleig lights and a bagpipe band. As the evening performance was open to the public, those having seats were invited to participate in the lobby festivities before the showing. With Red King, managing director Rudolph Kuehn, house manager Max Michaels, and boxoffice director Sol Kaplan were in charge of the evening.

(Continued from preceding page)

## New Hampshire Center Ossipee

At Pineland and Memorial Hall, Wolfeboro, N. H., the audiences now enjoy new CinemaScope screens.

## Dover

The Strand sponsored a contest to guess the size of the new VistaVision screen, advertised as 1,000 times larger than the biggest commercial television screen. Prizes included full-course restaurant dinners and complimentary tickets to the theatre.

## Peterboro

The Community presented a full-length show sponsored by the Legion to which admission was by donation of canned goods and other non-perishable foods.

## Rhode Island Providence

Now completely repainted, refurbished and redecorated, the Westminster Playhouse, featuring foreign films, was leased for a long term period from the Central Real Estate Company, by Howard N. Levin, Frederick Rogers and Joseph Cohen, all of Boston. The 800-seat house is set for a long and pretentious run, according to the new operators. With the exception of Joseph Cohen, who is a well-known Boston booking agent, neither of the other two partners have had any previous theatrical experience, according to Howard Levin, who will act as manager. Levin was previously a department store buyer, and Rogers has had a diversified background. While Providence already boasts of an "art" house, the Avon Cinema, located in the swank East Side section of the city, the newest member to this group is more centrally located, being just a few steps from all the downtown first runs. The Avon, because of its location, draws mostly from the East Side area, especially from among the thousands of Brown, Pembroke, and Bryant college students and faculty.

The youngsters are having a veritable "field day" what with many neighborhood houses running prize contests and special features at the Saturday "kiddie matinees."



The Civic, Portland, Me., recently set a coloring contest with the local Columbia Markets in connection with U-I's "Sign Of The Pagan." It drew plenty of attention from the younger set as shown.

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January 3-31



## NEWS OF THE

## Territory

New York City  
Crosstown

John Halas and Joy Batchelor, creators for Louis de Rochemont of "Animal Farm," Technicolor animated cartoon now having its world-premiere at the Paris, left for England to attend the London premiere of the film at the Ritz. . . . Jane Russell returned from London and left for the Florida premiere of RKO's "Underwater!"

Joseph Sorrentino, 20th-Fox's publicity department, competed in the Golden Gloves tournament at Ridgewood Grove, Brooklyn, N. Y., representing the Trinity Athletic Club. He participated in the 160 pound sub novice division. For his first fight, he was handled by Lawrence Kimmelman, also in the film company's publicity department. He won with a third round knockout.

Don Hartman, executive producer, Paramount, and Mrs. Hartman arrived from Hollywood. Hartman will confer with Paramount office executives on current and future product. . . . E. R. Zorogniotti, executive vice-president, IFE Releasing Corporation, left for Rome for meetings with other IFE executives and Italian film producers. He will also view and survey new product for release in the U. S.

The 25-30 Club of the IATSE, Bronx, held its annual installation, dinner, dance, and show at the China D'Or Restaurant. Newly elected officers are Jacob S. Winick, president; Anthony Boscarelli, vice-president; Morris I. Klapholz, secretary; Benjamin Stern, treasurer; Sidney Wein, sergeant-at-arms; and Joseph Perlman, Edgar Stewert, and Julius Wetzler, trustees. The retiring president is Abraham Kessler. The Club is devoted to educational, fraternal, and charitable purposes and is a pioneer in its field. It is proud to have among its honorary membership Dr. Alfred N. Goldsmith, Dr. Lee DeForest, Admiral Ruthledge Tompkins, Walter Green, Major Leslie Tompkins, Lester Isaac, and P. A. McGuire. The Club is also proud of its charitable record, especially its gifts to the Will Rogers Memorial Hospital and the New York Cardiac Home.

Jacqueline Middleman, secretary to Stan Brody, United Artists, newspaper publicity contact, announced her engagement to Morri Swartz, attorney of Syracuse, N. Y. . . . William Wyler, Paramount producer-director, arrived from the coast to look over properties, including original stories and Broadway plays as possibilities for his next production for the company.

Paramount executives Barney Balaban, Paul Raibourn, A. W. Schwalberg, E. K. O'shea, Jerome Pickman, Russell Holman, and Herb Steinberg re-



MGM's "Lili" finally left the New York Trans-Lux 52nd Street after a record run of 95 weeks to play the Loew Circuit and the reels of film went out under supervision of Lili Lisande, picked as Manhattan's most attractive Lili, who is seen with, left to right, Hans Barnstyn, theatre manager; Ray Smith, assistant manager; Richard Brandt, Brandt Theatres; and Sid Ginsberg, Trans-Lux Theatres.

turned from Washington where they attended a special preview of "Strategic Air Command." James Stewart, star of the film, and Samuel J. Briskin, producer of the VistaVision picture, also returned from Washington, where they attended the event.

Howard Dietz, Loew's, Inc., vice-president and director of advertising, publicity, and exploitation, left for the coast to join home office executives conferring with Dore Schary and studio departmental heads.

Steve Broidy, Allied Artists president, and G. Ralph Branton and Harold Mirisch, vice-presidents, came in for conferences with John Huston, producer-director, who will come in from England regarding his first film, "The Man Who Would Be King," for the company. The executives also will confer with Edward Morey and Norton V. Ritchey, vice-presidents, and Morey R. Goldstein, vice-president and general sales manager, regarding release plans for the next six months.

Bernard Jacon, vice-president in charge of sales, IFE Releasing Corporation, returned from a business tour of the west

and south. . . . Fourth program of the current gala film festival, "The Golden Age Of The Cinema," started at the 55th Street Playhouse with the presentation of two of the peak achievements of the Soviet cinema, "Ten Days That Shook The World" and "The End Of St. Petersburg," which Brandon Films, Inc., are now distributing.

Allied Artists' executives Ed Morey and Morey Goldstein left for Toronto for conferences with Canadian representatives of the company. . . . Max Fellerman, vice-president and general manager, Lopert Films, Inc., accompanied by Mrs. Fellerman, left for Hollywood, where he will preview productions for possible engagements at the Broadway showcases operated by his firm, the Astor and Victoria.

Dino De Laurentis, one of Italy's top film producers and co-owner, Ponti-De Laurentis studios in Rome, arrived to meet with Paramount executives on the American release of "Ulysses" and to continue the casting and production preparation of "War and Peace." . . . Jonas Rosenfield, Jr., IFE Releasing Corporation's vice-president in charge of advertising, publicity, and exploitation, left for Cleveland to address the local film critics at a luncheon on the topic of the Italian film industry.

A new adult evening course on "The World Of Films" will be offered as part of the 1955 curriculum at New York University's Division of General Education, it was announced. Ellis St. Joseph, author of stage, screen and television plays, will be instructor for the course. At each weekly session there will be a showing of one or more important films and a lecture and discussion period. The course will be presented from 8 to 10:30 p.m., on Thursdays, Feb. 10 to May 26, at NYU's Washington Square Center.

William Perlberg and George Seaton, producers, Paramount's "The Bridges At Toko-Ri" and "The Country Girl," arrived from Cleveland on their multi-city promotional tour, a major aspect of the big merchandising campaign set on the picture. A heavy schedule of newspaper,



Anthony Williams, Hudson County district manager, Stanley Warner Company, recently feted his managers at a luncheon at Robinson's Restaurant, Jersey City, N. J., and seen, left to right, are C. Murphy, Ritz, Elizabeth, N. J.; A. Barilia, Union, Union City; E. Kane, Regent, Elizabeth; Williams; John McKenna, film buyer; Robert Deitch, publicity and exploitation; A. Daniels, Stanley, Jersey City; M. Demscak, Warner, Harrison; W. May, Lincoln, Union City; Lou Dennis, contact manager; N. Kessler, DeWitt, Bayonne; W. Beattie, Capitol, Belleville; J. Matthews, Ritz, Jersey City; A. Michelson, booker; Diane Gordon, Central, Jersey City; and T. Arrants, Cranford, Cranford.





William Holden recently helped Edward J. Wall, director of advertising and publicity, Paramount Distributing Corporation in Albany and Buffalo, N. Y., territory, look over his home town paper while in Hollywood at a studio meeting which analyzed new product.

magazine and radio-TV interviews has been set for them here.

Mike Simons, MGM customer relations director, returned from Denver. . . . Rudolph Berger, MGM southern sales manager, was in from Washington.

## New Jersey Newark

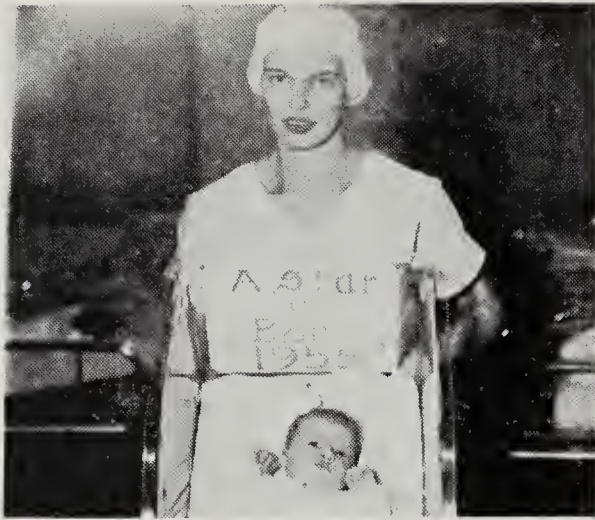
A luncheon was tendered to Charles Smakwitz, who succeeds Frank Damis, resigned, as zone manager, Stanley Warner Jersey Zone, at the Robert Treat Hotel. Executives from the many film distributing companies were present, also executives from the Stanley Warner Jersey office.

Joseph Lefowitz, Paterson, N. J., has resigned as district manager, Fabian Enterprises, Inc., to join the Stanley Warner Corporation as district manager. Lefowitz, one time manager, Capitol, Passaic, N. J., also has been serving as manager, Hy-Way, Fairlawn, N. J. Succeeding Lefowitz will be Adrian Ettelson, Passaic, who has been managing the Allwood. His office will be at the Hy-Way. Harry Shein, Paterson, manager, Clifton, becomes city manager with control of both the Clifton and Allwood.

Samuel Blaskey, until recently with the J. J. Thompson Company, New York,



Among those attending the recent New York City premiere of Allied Artists' "Tonight's The Night" at the 52nd Street Trans-Lux were, left to right, Tex McCrary, Jinx Falkenberg and Harry Brandt, president, Brandt Theatres. Proceeds went to the New York Foundling Hospital.



George Birkner, manager, Fabian, Paterson, N. J., recently came up with a publicity grabbing stunt for Warners' "A Star Is Born" by having the first baby born after the New Year in St. Joseph's Hospital named "Star." The new Star is seen with student nurse Alice Both.

has resigned to become general manager, Spring Garden Country Club, Florham Park, N. J. . . . Margaret Kash, telephone operator, Stanley Warner Jersey office, who was absent from her job for almost a year, is back at the switchboard again.

The winners for the December drive at the Stanley Warner Jersey Zone went to the following: first prize, Diane Gordon, Central, Jersey City; second prize, Manning Shore, Roosevelt, Union City; third prize, Andy Garfalo, Royal, Bloomfield; fourth prize, John Stanek, Fabian, Hoboken; and fifth prize, Al Barilla, Union, Union.

Anthony Williams, district manager, Hudson County, feted his managers at a luncheon at Robinson's Restaurant in Jersey City. The following attended, J. Daniels, Stanley, Jersey City; N. Kessler, DeWitt, Bayonne; J. Stanek, Fabian, Hoboken; W. May, Lincoln, Union City; Diane Gordon, Central, Jersey City; J. Matthews, Ritz, Jersey City; M. Demscak, Warner, Harrison; Edward Kane, Regent, Elizabeth; C. Murphy, Ritz, Elizabeth; T. Arrants, Cranford, Cranford; A. Barilla, Union, Union; and W. Beattie, Capitol, Belleville. Also the following executives attended, John McKenna, buyer; Lou Dennis, contact manager; Arnold Michelson, booker; and Robert Deitch, publicity and exploitation.



Winners in the recent national record dealers' contest on MGM's "Rose Marie" included Harold Cary, manager, Schine's Oneonta, Oneonta, N. Y., and Andrew Colby, Bresee's department store, same city. Stephen Pirozzi, MGM field representative, and Robert Bresee, store owner, look on.



Frank Sinatra, star, Warners' "Young At Heart," recently played host at a private screening of the film at Toots Shor's New York City restaurant. Seen at the affair, left to right, are Frank Farrell, columnist; Betsy Von Furstenburg, and Sinatra.

## New York State Albany

Jack Byrne, eastern MGM sales manager, was in on a visit to the local branch.

Governor Averell Harriman's message to the Legislature did not contain good news for the motion picture industry. The section of "State-Local Relationships," had emphasis on the belief that "in general, the state government should interfere as little as possible with the financial affairs of localities. We must also, as far as practicable, make the taxing powers of localities permanent, so they will not have to come back to Albany year after year asking further extensions." This indicated there will be no repeal of the 1947 enabling act under which New York City voted a five percent admission tax. At least, no such recommendation will be made by the new governor. This means, too, that other cities and all counties, will continue to have power to adopt a five percent admission impost. Going further, the governor suggested the enactment of legislature establishing a commission of eight members to examine "carefully the specific matter of the city's (New York) financial relations with the State." The mayor of New York would appoint three members, the governor three; the Assembly speaker



Robert Shapiro, managing director, New York Paramount, is seen recently presenting copies of Thomas B. Costain's book, "The Silver Chalice," each autographed by the author, to the first 50 patrons of the Broadway house on opening day of the Warners CinemaScope production of the book.



and the Senate majority leader, one each. Governor Harriman commented, "In the matter of state-local relationships, the City of New York, with its eight million inhabitants constitutes a very special problem. For many years there has been much discussion as to whether or not New York was being treated fairly by the state with respect to taxing powers and state aid." Governor Harriman's observations on minimum wages for shadowed an increase in those for various fields covered, including certain theatre employees, if the recommendation to "revitalize" the minimum wage board machinery is adopted. The Governor began by saying, "Our law speaks only of minimum wages for women and minors. Minimum wages for men are affected only a round-about way by a provision that they shall not be lower than those set for women and children. The federal minimum wage law applies to men and women alike, and its constitutionality has long been settled. It's high time that we in New York state also approach the problem of minimum wages for men directly. I recommend that our minimum wage boards be given direct jurisdiction over minimum wage standards for men. The time has come also to revitalize our minimum wage board machinery." Governor Harriman's declaration, coupled with his pledge to "do everything I can to press for a nationwide minimum wage of \$1.25 an hour," made it likely that pressure for a hike in present state minimums will be great. There are three such categories of scales, depending upon population, in the theatre field now. Governor Harriman also urged increases in unemployment insurance, workmen's compensation insurance, and disability benefits for off-the-job accidents and sickness. Two legislators with motion picture affiliations attended the convening of the 1955 session. They were Senator Fred G. Moritt, Brooklyn Democrat, and counsel-treasurer, MacDonald Pictures, and Assemblyman Harold I. Tyler, Chittenango Republican and owner, Delphia.

Joe Liss, Massachusetts district manager, Stanley Warner, and new supervisor, Albany zone, made his first visit in that capacity. He headquartered at the Strand while in town. . . . Condition of George H. C. Farley, confined to Rex Hospital, Raleigh, N. C., after suffering a heart attack on a Florida-bound train,



Carole Mathews, co-star in Allied Artists' "Port Of Hell," recently visited the New York executive offices of the film company where she met Edward Morey, vice-president and executive assistant to Steve Broidy, president, Allied Artists.

was reported by his Film Row office as very encouraging.

Reappearance of Alfred G. Swett on the local scene followed the retirement of Jack Swartout at Ritz, and Swett's appointment as his successor. The energetic Swett managed local second-run Madison for Warners before his transfer to Avon, Utica, N. Y., in November, 1951. Mrs. Otilie Fearing, assistant to Andy Roy, Stanley, Utica, for 20 months, and originally cashier, Avon, drew the latter managerial assignment.

George C. Hoover, international chief barker, Variety Clubs, invited by George H. Schenck, chief barker, Tent 9, served as toastmaster of the testimonial dinner for Charles A. Smakwitz, new Stanley Warner zone manager in Newark, N. J.

Doors in the Stanley Warner zone offices on the second floor of Strand Theatre building were locked, telephones were removed and records were crated for shipment to New Haven and Newark. This dropped the curtain on Stanley Warner zone headquarters in Albany. The circuit and its predecessor, Warner Theatres, had occupied the Strand since 1950. . . . Joseph Liss, Stanley Warner district manager for Massachusetts, is currently supervising the Albany zone as well. Liss headquarters in Boston. Arrangements for the supervisory change were explained at a meeting here attended by Charles A. Smakwitz, Liss, Harry Feinstein, New Haven zone manager; Jim Totman,



Harry Garfman, Brooklyn and Queens business representative, Local 306, and honorary member, Movie Social Club, is seen recently on some of his charity work. On the left he is seen trying to cheer up a little patient at the House of St. Giles, The Cripple, while on the right he is at the Hebrew Ladies Day Nursery. Both are Brooklyn, N. Y., institutions.

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one in  
five**

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cancer**



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	... Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages.....	.50	
	... Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages.....	.10	
	... Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages.....	.25	
	<b>BINDERS, Plain:</b>		
	... Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder.....	1.25	
	... Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder.....	1.25	
	<b>ZIPPER CASE BINDERS, Leather:</b>		
	... Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc. ....	4.00	
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Tony Curtis, U-I star, recently arrived in New York with his wife, Janet Leigh, to participate in advance promotion of "Six Bridges To Cross." They are seen here in a bit of clowning at the railroad station.

Larry Lapidus, New Haven booker; Jim Bracken, New Haven-Newark contract manager, and managers of the seven Stanley Warner theatres in Albany, Troy and Utica.

### Kingston

John Ericson, who appears in MGM's "Bad Day At Black Rock," attended the opening of the film at Walter Reade's redecorated Community.

### Poughkeepsie

Marilyn Monroe was too hot for the heating system at the Bardavon. Moviegoers are said to have cheered when smoke rose around the screen while the curvaceous blonde did her "heat wave" number in 20th-Fox's "There's No Business Like Show Business." Then, the management announced there was trouble with the heating system and about 800 patrons filed out while 40 volunteer firemen moved in to put out a slight fire.

### Schenectady

Claims by the Farley Estate, George H. C. Farley, Fabian Operating Corporation, and Copia Realty Company for an estimated \$2,742,000 in excessive tax assessments on buildings housing the State, Erie, Proctor's, and Plaza, for more than a dozen years, are being pressed in proceedings instituted against the city of Schenectady. The Farley claims for refunds cover 1936 and the years 1942 through 1955; those by Fabian concerns 1942 through 1955. Copia took over ownership of Proctor's and Plaza in 1948. Referee Hyman W. Sevits, local attorney, held hearings on the actions.

### Watertown

Lou Hart, Schine's Avon, made a tie-up with the Capitol Auto Stores whereby boys and girls toys were given away at a kiddies matinee recently. He also gave chewing gum to the kids.

*It's a BIGGER Job Now!*

Join the  
**MARCH OF DIMES**  
*January 3-31*



## NEWS OF THE

## Territory

Philadelphia  
Crosstown

Barbara Ellen Sweigert, daughter of Earle W. Sweigert, well known industryite, is engaged to William Burdsall Potts, Swarthmore, Pa., now stationed with the army at Salzburg, Austria. Miss Sweigert is a nurse at Delaware County Hospital.

Morris Wolf, Esq., well known industry attorney, was elected president, Lawyers, Club of Philadelphia, at the club's annual election held at City Hall. Wolf has been acting president of the club since the death of Harry Reiss Axelroth.

Bob Hanover still is operating the Byrd.

## Vine Street

Bill Israel, formerly at the Savar, Camden, N. J., is the new booker at Allied Artists, succeeding Florence Weiner, who has moved to Buena Vista as booker. . . . Sheldon Tromberg is a new student salesman at Republic.

Condolences are extended to Albert Blofson, head, National Penn Printing Company, upon the death of his wife after a lengthy illness. In addition to her husband, she is survived by two daughters, a son, and a sister. Funeral services were from Joseph Levine and Son, with burial in Har Nebro Cemetery.

Mitch Pantzer, Independent Poster Exchange, advises that the U. S. Supreme Court will hear his case against National Screen Service on Feb. 8.

Milton E. Cohen, eastern and southern division manager, United Artists, was in for conferences on "Romeo and Juliet," "Vera Cruz" and "Sabaka" and other features on the company's early 1955 release slate.

Irving Shiffrin, Allied Artists publicist, was in conferring with the Viking on the campaign for "Tonight's The Night."

John Daly, Warners booker, is still in Germantown Hospital recuperating from recent surgery.

District of Columbia  
Washington

One of official Washington's foremost social events of the season was marked with the gala invitational preview showing of Paramount's "Strategic Air Command" before a distinguished audience of Cabinet members, United States Senators, Congressmen, Army, Navy, Marine and Air Force generals and Capitol correspondents. This first in-advance-of-release preview of the third VistaVision production took place at Loew's Capitol under the auspices of the Air Force Association and Paramount Pictures. James Stewart, who co-stars in



The Variety Club of Baltimore, Tent 19, has adopted the 1955 March of Dimes as its project, not only in Baltimore, but throughout the state. At a recent organization meeting members were addressed by Nick Bernard, assistant to Basil O'Connor, president, National Foundation for Infantile Paralysis. The three leaders are William Brizendine, chairman, Allied Motion Picture Owners of Maryland; Rodney Collier, former chief barker and co-chairman; and Jack L. Whittle, chief barker and general chairman, Variety Club March of Dimes promotion.

the film was present at the preview. Also attending were producer Samuel J. Briskin; Barney Balaban, president, Paramount Pictures; Paul Raibourn, vice-president; A. W. Schwalberg, president, Paramount Film Distributing Corporation; Jerome Pickman, advertising-publicity vice-president; E. K. O'Shea, distribution vice-president; Russell Holman, eastern production man-

ager, and other top company executives. Stewart and Briskin flew to Washington from Hollywood. Balaban and the other Paramount executives came from New York. Ranking cabinet members, leaders of the Senate and House, noted Air Force generals and members of President Eisenhower's family were among the distinguished guests present at a Pentagon dinner given prior to the preview. Secretary of the Air Force Harold E. Talbott was the host at the Pentagon dinner. The preview festivities also were highlighted by a reception for 700 members of the press, armed services, civic leaders and theatre owners at the Willard Hotel. Later, at Loew's Capitol, Tex McCary served as master of ceremonies at a special stage show preceding the film. Sharing the spotlight on stage were: Stewart, Secretary Talbott, Generals Twining and Le May and members of the crews of the B 36 and B 47 used in key scenes of "Strategic Air Command."

COLUMBIA—Ben Kaplon, branch manager, left on a business trip visiting exhibitors in the Virginia territory. . . . RKO Keith's management is making elaborate plans for the coming world premiere of Columbia's "Long Gray Line" opening on Feb. 9. Opening night benefit affair will be sponsored by "The Wives Of The Officers Of The Technical Services Of The United States Army." Proceeds will go to the Soldiers, Sailors, Marines and Airman's Club. The festivities will include military bands, Kleig lights, visiting Columbia stars,

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and nationally known TV shows, which will emanate from the lobby of the Keith's. The premiere coincides with the opening of the newly decorated RKO Keith's.

**ALLIED ARTISTS**—Harold Levey's boy Williard is ill in the hospital. . . . Mark Silver and Florence Carden enjoyed a birthday. . . . Al Wheeler, office manager, celebrated a birthday. . . . Judy Cohen, visited in-laws in New York, over the holidays.

**REPUBLIC**—Rose Johnson, biller and Velora Porter, cashier's clerk, had birthdays. . . . Jake Flax, branch manager, is still a patient at Johns Hopkins, Baltimore, Md.

**EQUITY**—Elmer McKinley, salesman, celebrated a birthday. . . . Thelma Powell, clerk, returned to work after being out ill for two weeks. . . . Mr. and Mrs. Ed Mills, visited Albany, N. Y., during the holidays. . . . Equity's first CinemaScope picture is "Long John Silver," in Technicolor.

**U-I**—George Malafronte, assistant to S. T. Murray, manager branch operations, visited the exchange to set up new contract procedures. . . . Harold Saltz, branch manager, is sporting a new Buick. . . . Don Powell's son, Bobby, fell and fractured his skull.

**SANDY FILMS**—Fred Sandy, manager and owner, made a business trip to New York. . . . Enlyn Benfor, booker for Lippert, is going to vacation in Florida. . . . Jerry Sandy, salesman, has been working Baltimore, Md., getting breakdates for "Duel In The Sun." . . . Jerry Murphy, salesman, has been working Richmond, Va.

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**WARNERS**—Amelia Sommers, secretary, is out sick. . . . Jean Weinbrenna's granddaughter, Dolly, was sick. . . . Geraldine Saul, inspectress, is back after a long illness. . . . Eddie Phillips, office manager, celebrated a birthday. . . . Frank Gormley, booker, is host to his son and family, who just returned from Paris.

**RKO**—Dave Cantor, exploitation manager, RKO Radio Pictures, was here on business. Aside from visiting the exchange, Cantor, called on Jerry Baker, RKO Keith's, Orville Crouch, and Jack Foxe, Loew's, Inc. Cantor conferred with Joe Breechen, branch manager, on forthcoming playdates.

John Murphy, vice-president, and David Friedman, treasurer, Loew's, Inc., visited local Loew's houses on business. . . . John Smithson, publicity, Loew's, Inc., returned home after spending two weeks in California.

RKO Radio Pictures sales staff incentive contest, will conclude Feb. 17. The sales staff want to designate the last two weeks of the incentive drive as "Joe Kushner Weeks."

**VARIETY CLUB TENT 11**—Jan. 17 was the date of the Variety Club's special cocktail party and luncheon in the Grand Ballroom of the Mayflower Hotel, when the following events took place: final payment to Children's Hospital for the Variety Club Carter Barron Memorial Clinic; the traditional "Thank You Luncheon" to the woman who accomplished excellent results in the 1954 Welfare Awards Drive; installation of 1955 Variety Club officers; gift to Providence Hospital for their new building. . . . Mrs. Sara S. Young, chairman of the Woman's Committee; Mrs. Mannie E. Lipskey, co-chairman of the Women's Committee; and Mrs. Frank M. Boucher, chairman of the Special Committee, prepared the list of women who did special work on the 1954 Welfare Awards Drive, and who attended the Jan. 17 Variety Club luncheon. . . . Happy birthday to Robert J. D. Johnson, Sidney Cooper, Sherman Adams, Alvin Newmeyer, Pvt. Jack Keegan, Fred Beiersdorf, Fred Burka, Henry Scholz, F. Joseph Donohue, Leon Cherner, Harry Burka, Lloyd G. Wineland, Sidney Seidenman, Sam Wheeler, Father Hartke, Gus Ring, Arthur Brodin, Barry Buschell, Robert Mittman, Louis Bress, Al Valente, and Ben Pitts.

## Delaware Wilmington

Having received the approval of Mayor August F. Walz, the ordinance establishing a new city license fee for theatres is now a law of the city. Licenses will cost \$300 for up to 750 seats and 10 cents for each additional chair per year. . . . Sylvan Shaivitz, manager, Crest Woodcrest, Del., postcard that he was having a wonderful time on a West Indies cruise.

The Crest, Woodcrest, Del., announced the showing of CinemaScope on "the widest screen in the area." . . . The

## Industry Pioneers Have Their "Day"

**PHILADELPHIA**—Mayor Joseph S. Clark, Jr., last week proclaimed Jan. 18 "Motion Picture Pioneers Day" in honor of the film industry.

A caravan of Hollywood stars participated that day in the dedication of the Nickelodeon, constructed and donated to the Franklin Institute by William Goldman, head, Goldman Theatres and other enterprises, as a "shrine to the motion picture industry"; and in honoring nickelodeon pioneers of the area, William Hunt, Al Boyd, Ben Amsterdam and Abe Sablosky, at a banquet, held in the Bellevue-Stratford Hotel.

Principal speaker at the banquet, at which George Jessel was toastmaster, was the Honorable Charles S. Thomas, Secretary of the Navy, who discussed the role of films in the Armed Forces training, entertainment, and reporting.

Among the stars attending the ceremonies were Esther Williams, Deborah Kerr, Charles Laughton, Eva LeGallienne, George Murphy, Elsa Lanchester, Doona Reed, Rita Gam, and Marge and Gower Champion.

The proclamation was read in the Mayor's reception room in City Hall and, following a reception, the party proceeded to the Franklin Institute in a cavalcade of antique autos.

At a luncheon Laughton was welcomed to life membership in the Institute. Later, at ceremonies dedicating the Nickelodeon, Laughton had his feet impressed in concrete before the Nickelodeon entrance. The famed Pensacola Naval Cadet Choir sang at the dedication ceremonies in Franklin Institute.

The \$25-a-plate Motion Picture Associates banquet, of which Goldman was chairman, will benefit the welfare committee of the group, according to Sam Diamond, president, and branch manager, 20th Century-Fox.

In his proclamation Mayor Clark stressed the role of Philadelphia in the development of films and pointed out that "American motion pictures have been a great influence in spreading democracy throughout the world and have helped to make friends for America with people of all nationalities." The Mayor further stated, "this industry, which represents an important force in the life in America, has provided entertainment and education for Americans for three generations."

annual stockholders meetings of Stanley Warner Theatres and Warners were to be held in Wilmington on Jan. 13 and Feb. 2, respectively, both at the Corporation Trust Company's offices. . . . John Koczak's Earle is, of course, in New Castle, Del., not New Castle, Pa., as inadvertently reported in this space on Jan. 5. Excuse it, please, John.

—H. L. S.

## Maryland Baltimore

A fire at the Patterson necessitated closing for a day. The blaze, although confined mostly to the fan room, did

(Continued on next page)



## Variety Installs 21st Chief Barker

PHILADELPHIA—Louis J. Goffman, local attorney, was installed as chief barker, Variety Club of Philadelphia, Tent 13, at the annual dinner of the tent held last week in the Bellevue-Stratford Hotel.

The induction ceremonies were delivered by George Hoover, Miami, Fla., chief barker, Variety Clubs International, at the testimonial in honor of Norman Silverman, retiring chief barker and branch manager, Republic, and welcoming the newly-elected chief barker and his crew for 1955.

A capacity crowd of 275 made up of Variety members and their guests, including a number of prominent lawyers, Justice Horace Stern, Senator Francis Myers, Congressman William D. Green, and others, were in attendance.

The principal speaker of the evening was Morris Wolf, Esquire, chief counsel, Stanley Warner Theatres in Philadelphia, and one of the pioneers in film business from the days of the nickelodeon and an associate of Stanley and Jules Mastbaum in the Stanley Company of America.

Wolf, of whose law firm, Wolf, Block, Schorr, and Solis-Cohen, Goffman is a member, recently left the post of general counsel for the Foreign Operations Administration, directed by Harold E. Stassen.

Introduced by Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, Wolf lauded show business for its world-wide display of American ideas and activities. Describing how FOA carries out the foreign aid policy of the government, Wolf said, "There is no audience to which I could speak about our activities in foreign countries, which has acquaintance with all parts of the world that we of the amusement industry have."

"Even our government," he continued, "with the billions of dollars which it has spent and is spending abroad, does not bring as many foreigners into contact with American ideas and activities as we."

Goffman's crew for 1955 includes Maxwell Gillis, branch manager, Allied Artists, first assistant; Harry Romain, Progressive Electric Company, second assistant; George T. Beattie, William Goldman Theatres executive, dough guy; and Myer Lewis, National Theatre Supply Company, property master.

Other members of the board elected are Roger W. Clipp, general manager, WFIL and WFIL-TV; Sylvan M. Cohen, of the law firm, Cohen and Cohen, who also is fixer for the Tent; Michael Felt, Jack Greenberg, Leo Posel, and Lester Wurtele, branch manager, Columbia.

Continuing ex-officio on the board are retiring chief barker Silverman, and former chief barker Victor H. Blanc, Philadelphia councilman-at-large and local attorney; Ralph W. Pries, Berlo Vending Company; Ted Schlanger, zone manager, Stanley Warner Theatres, who was unable to be present due to illness in the family; David Supowitz; and Jack Beresin, president, Berlo Vending Company, a former international chief barker.

## Baltimore

(Continued from preceding page)

considerable damage, according to manager Harry Peterson. The house is one of the Durkee Circuit. . . . Mrs. Flavia Thomas, owner, Anthony, Dundalk, Md., injured her arm when she fell inside the theatre.

J. Russell Hildebrand, manager, Towson, has installed CinemaScope. . . . Fred Perry, owner, Edgemere, is reviving the "dish giveaway" promotion. . . . Manager Leon Zeller put on a big show for the world premiere of "John Wesley." A Methodist bishop and prominent churchmen were among the guests. . . . Water Gettinger, part owner, Howard, and Mrs. Gettinger expect their second "blessed event" in early spring. . . . Bob Rappaport, Hippodrome and Town, attended the opening night of "South Pacific" at Ford's. . . . C. Elmer Nolte, Sr., and his son C. Elmer, Jr., boarded a plane for Florida for a couple weeks' vacation.

The Variety Club, Tent 19, entertained members of the "South Pacific" cast on a Saturday night. Proceeds from the evening were given to the March of Dimes. . . . Sydney R. Traub, chairman, Maryland State Board of Motion Picture Censors, addressed the Baltimore Hebrew Congregation's laymen's service. . . . James Gladfelter, manager, Linden, is expected to take over management of the Playhouse, succeeding the late Ted Routson. Both houses are of the Schwaber Circuit.

Manager George Hendricks, Mayfair, was shocked to learn a patron who remained in his seat after the last showing of "Destry" had died, apparently of a heart attack.

## Pennsylvania Harrisburg

Some of the shows staged through the years in the old Rio and its predecessor, the Majestic, are being discussed by "sidewalk superintendents" who daily watch razing of the old playhouse. What will replace the theatre is not certain. The owner, Edward A. Herre, local contractor, said he is undecided about future use of the land.

"Carmen Jones" came to town preceded by a good build-up arranged by Senate manager Bernard J. Bispeck. An attractive 10-foot-high blow-up of "Carmen" was set up on the curb in front of the theatre three weeks before.

(Continued on next page)

Blanc, March of Dimes chairman, made a strong plea for over the top industry participation in this year's drive against infantile paralysis.

Michael Felt conducted the "heart fund" presentations which this year consisted of six \$100 U. S. Savings Bonds, a \$500 U. S. Savings Bond, a \$1,000 U. S. Savings Bond, a Plymouth, and a Cadillac. The only known industry winner was Progressive Electric Company, which received the \$1,000 bond. The cars were received by Frank Strocen, Philadelphia, and Thomas Shelly, Margate, N. J.

Sylvan M. Cohen was toastmaster.



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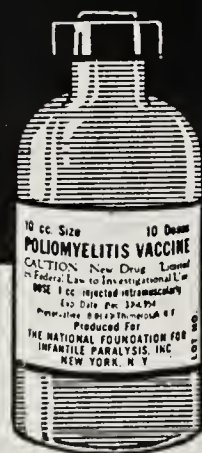
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- Results of vaccine evaluation by University of Michigan expected before 1955 polio epidemic season.
- Effectiveness of Salk vaccine being determined at a cost of \$7,500,000 in March of Dimes funds.

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*January 3-31*





The Philadelphia Variety Club, Tent 13, held its 21st annual testimonial dinner at the Bellevue-Stratford Hotel last week in honor of retiring Chief Barker Norman Silverman, and incoming Chief Barker Louis J. Goffman. Pictorial highlights of the affair were left to right, top to bottom, Goffman delivering his speech of acceptance; Morris Wolf, prominent industry attorney of the law firm, Wolf, Block, Schorr and Solis-Cohen, and former special representative, Foreign Operations Administration, who was the principal speaker; Sylvan Cohen, who was toastmaster; Abe Freedman, Philadelphia City Solicitor; and Silverman, William Green, chairman, Democratic City Com-

mittee; Wolf; and Victor Blanc, Philadelphia Councilman at large and chairman, March of Dimes; James P. Clark, Highway Express Lines; International Variety Clubs Chief Barker George Hoover, Miami, Fla.; William Goldman, head, William Goldman Theatres; Justice of the Pennsylvania Supreme Court Horace Stern; Jack Beresin, chairman, Tent 13's "Heart Fund"; Edward Emanuel, International Variety Club property master; Ralph Pries, Berlo Vending Company; Samuel Diamond, president, Motion Picture Associates; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; Wolf; Silverman; and Goffman.

Goldman Photos

## Harrisburg

(Continued from preceding page)

fore the film opened and attracted much attention. In a tie-up with RCA record distributors, window cards were placed with dealers throughout the area plus cooperative advertising. Manager Bispeck grabbed off one of the choicest windows in the city after the Democratic state headquarters moved out of a downtown showroom.

Mrs. Rita Messimer, cashier, State, gave birth to a baby daughter. . . . History will be made on Jan. 26 when the State has been rented for the first time for a Box Office TV presentation. Insurance companies will gather in the theatre during the morning and will see a telecast on the screen of a meeting being held in the company's New York headquarters. Other closed circuit attractions are being planned, according to State manager E. G. Wollaston.

## Marietta

Borough Council was considering eliminating the two-cent amusement tax paid by patrons of the Marietta. Council decided to take the action after a protest from Armand Acri, manager of the theatre, who stated that the levy gave non-taxed theatres in the county an unfair advantage over him.

## Marcus Hook

Ralph Pries, Variety Club of Philadelphia, Tent 13, canvassman, addressed the Rotary Club and made a talk on Variety and its work for underprivileged children; its camp; its work in the March of Dimes, etc.

## Reading

American Legion leaders here are taking notice of national campaigns against Charles Chaplin and other films, as in other cities. This was learned after an American Legion post in Allentown protested a move to show the Chaplin films in the Muhlenberg College Hall there.

Sales of tickets for the Boyd Cinerama shows in Philadelphia, last five weeks, are being made in Reading, with considerable display advertising. Bus parties take the ticket buyers in groups of about 40 from Reading to the theatre and back.

Lewis G. Yost, an official of the Reading Motion Picture Projectionists' Union for many years, has been reelected for his second one-year term as president, Central Labor Union of Reading and Berks County, AFL. . . . Paul E. Glase, manager, Embassy, and active in theatres here for more than 40 years, signed a letter of endorsement in a display advertisement for "No Business Like Show Business."

Rajah Temple, Mystic Shriners, owner, Rajah, held a ceremonial marking payment of the last of its mortgages on the theatre and temple dual structure. The mortgages, given after fire in 1921, compelled rebuilding of the structure, were for \$750,000. The last of the debt, \$51,000 in 1954, was called off a few weeks ago by the payment of the final \$6,000.

Bob Diem, manager, Loew's Colonial, placed on the sidewalk a full size reproduction in cardboard and plyboard of an iron lung, with receptacles for contributions to the March of Dimes. With thousands of people passing the layout, the "iron lung" is garnering a lot of dimes, quarters, and even dollar bills from contributions.

## Slatington

The Arcadia advises that the city has removed the five per cent admissions tax.

## Variety Club

### Tent 13, Philadelphia

Due to a change in the booking schedule "The Bridges At Toki-Ri" was screened through the courtesy of Paramount, and "The Americano" will be screened on Jan. 23 through the courtesy of RKO.



## Allied Artists

(1953-54 releases from 5401,  
1954-55 releases from 5501)

(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- BOB MATHIAS STORY, THE**—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.
- BOWERY TO BAGDAD**—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).
- CRY VENGEANCE**—MD—Mark Stevens, Martha Hyer, Skip Hamier—Okeh programmer—83m.—see Dec. 1 issue—(5504).
- DESPERADO, THE**—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue—(5426).
- HUMAN JUNGLE, THE**—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).
- JUNGLE GENTS**—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).
- KILLER LEOPARD**—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).
- PORT OF HELL**—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue—(5505).
- RETURN FROM THE SEA**—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).
- SECURITY RISK**—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).
- TARGET EARTH**—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B—(5503).
- TWO GUNS AND A BADGE**—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).
- WEAK AND THE WICKED, THE**—MD—Glynis Johns, Diana Dors, John Gregson—Impart lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

### TO BE REVIEWED OR IN PRODUCTION

- AFRICAN FURY**—Jungle documentary—(Color)—(5411).
- ANNAPOLIS STORY, THE**—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor)—(5513).
- BIG COMBO, THE**—Cornel Wilde, Richard Conte, Jean Wallace—(5508).
- BIG TIP OFF, THE**—Richard Conte, Constance Smith, Bruce Bennett.
- CASE OF THE RED MONKEY**—Richard Conte, Rona Anderson—(English Made).
- DIAL 116**—Bill Elliot, Keith Larsen, Helene Stanley—(5509).
- HIGH SOCIETY**—Leo Gorcey, Huntz Hall, Amanda Blake—(5514).
- GOD'S ANGRY MEN**—Raymond Massey, Debra Paget, Jeffrey Hunter—(5511).
- MURDER IS MY BEAT**—Barbara Payton, Paul Langton—(5510).
- SHOTGUN**—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(5515).
- SWEET CHARITY**—Richard Conte, Constance Smith, Bruce Bennett—(5512).
- TONIGHT'S THE NIGHT**—Yvonne De Carlo, Barry Fitzgerald, David Niven—(Technicolor)—(Made in England)—(5506)—88m.
- TREASURE OF THE RUBY HILLS**—Zachary Scott, Carole Mathews.
- WARRIOR, THE**—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).
- WICHITA**—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

## Astor

- SLEEPING TIGER, THE**—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

### TO BE REVIEWED OR IN PRODUCTION

- RETURN OF RAFFLES**—George Barrard, Carmilla Horn—(English-made).

## Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

(All features are being photographed for projection  
in aspect ratios from 1.33 to 1.85-1)

- AFFAIRS OF MESSALINA, THE**—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English).
- BAMBOO PRISON, THE**—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue.
- BLACK DAKOTAS, THE**—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).
- BLACK EAGLE, THE STORY OF A HORSE**—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).

## MOTION PICTURE

# EXHIBITOR

## SERVICESECTION

### The Check-Up of all features and shorts for an eight-month period

Published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York, N. Y. West Coast Representative: Paul Manning, 9075 West Pico Boulevard, Los Angeles 35, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; H. M. Miller, editor; Max Cades, business manager; George Nonamaker, Mel Konecuff, Al Erlick, associate editors.

Vol. 53, No. 12  
SECTION 2

JANUARY 19, 1955

- BLACK KNIGHT, THE**—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England)—(719).
- BULLET IS WAITING, A**—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).
- CANGACEIRO (The Bandit)**—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22 issue—Leg.: B—(Brazilian-made)—(English titles).
- CANNIBAL ATTACK**—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue—(718).
- CORONER CREEK**—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).
- DETECTIVE, THE**—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).
- FIRE OVER AFRICA**—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).
- GUNFIGHTERS**—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).

- HELL BELOW ZERO**—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).
- HUMAN DESIRE**—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B—(710).
- INDISCRETION OF AN AMERICAN WIFE**—D—Jennifer Jones, Montgomery Clift, Gina Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).
- LAW VS. BILLY THE KID, THE**—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).
- MASTERSON OF KANSAS**—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor).
- MISS GRANT TAKES RICHMOND**—F—Lucille Ball, William Holden, Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).
- ON THE WATERFRONT**—MD—Marlon Brando, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. 8 issue—(702).
- OUTLAW STALLION, THE**—OD—Phil Carey, Dorothy Patrick, Billy Gray—Fair programmer for the duallers—64m.—see Sept. 8 issue—(Technicolor)—(705).
- PHFFFT**—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B—(715).
- PUSHOVER**—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).
- THEY RODE WEST**—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).
- THREE HOURS TO KILL**—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).
- VIOLENT MEN, THE**—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

## KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| AD—Adventure drama                  | MUCD—Musical comedy drama        |
| ACD—Action drama                    | MU—Musical                       |
| ACMU—Action musical                 | MUSAT—Musical satire             |
| ADMD—Adult melodrama                | MUW—Musical western              |
| BID—Biographical drama              | MY—Mystery                       |
| BIDMU—Biographical drama with music | MYC—Mystery comedy               |
| BUR—Burlesque                       | MYCM—Mystery comedy musical      |
| C—Comedy                            | MYD—Mystery drama                |
| CAR—Cartoon feature                 | MYMD—Mystery melodrama           |
| CD—Comedy drama                     | MYMU—Mystery musical             |
| CDMU—Comedy drama musical           | MYW—Mystery western              |
| CFAN—Comedy fantasy                 | NOV—Novelty                      |
| CFANMU—Comedy fantasy musical       | OPC—Operatic comedy              |
| CMD—Comedy melodrama                | OPD—Operatic drama               |
| CMU—Comedy musical                  | OD—Outdoor drama                 |
| COMP—Compilation                    | OMD—Outdoor melodrama            |
| COSMD—Costume melodrama             | PD—Psychological drama           |
| D—Drama                             | RD—Religious drama               |
| DFAN—Drama fantasy                  | ROMC—Romantic comedy             |
| DMU—Dramatic musical                | ROMCMU—Romantic comedy musical   |
| DOC—Documentary                     | ROMD—Romantic drama              |
| DOCD—Documentary drama              | ROMDMU—Romantic drama with music |
| DOCMD—Documentary melodrama         | SAT—Satire                       |
| ED—Educational feature              | SFD—Science fiction drama        |
| F—Farce                             | SCD—Sex comedy drama             |
| FAN—Fantasy                         | TRAV—Travelogue                  |
| FANMU—Fantasy musical               | W—Western                        |
| FMD—Farce musical                   | WC—Western comedy                |
| HISD—Historical drama               | WCMU—Western comedy musical      |
| MDMU—Melodrama musical              | WD—Western drama                 |
| MD—Melodrama                        | WMD—Western melodrama            |
| MUC—Musical comedy                  | WMDMU—Western melodrama musical  |
|                                     | WMU—Western musical              |

## HONEST OPINION



### based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!



TO BE REVIEWED OR IN PRODUCTION

**BRING YOUR SMILE ALONG**—Frankie Lane, Keefe Bras-selle, Connie Towers—(Technicolor).

**CALICO PONY, THE**—Van Heflin, Joon Woodward, Raymond Burr—(CinemaScope).

**CELL 2455**—William Campbell, Kathryn Grant, Steve Edwards.

**CHICAGO SYNDICATE**—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

**CREATURE WITH THE ATOM BRAIN**—Richard Denning, Angela Stevens.

**DEVIL GODDESS**—Johnny Weissmuller, Angelo Stevens.

**DUEL ON THE MISSISSIPPI**—Patricia Medina, Lex Barker—(Technicolor).

**END OF THE AFFAIR, THE**—Van Johnson, Deborah Kerr, John Mills—(Made in England).

**FIVE AGAINST THE HOUSE**—Guy Madison, Kim Novak, Brian Keith.

**GUN THAT WON THE WEST, THE**—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

**IT CAME FROM BENEATH THE SEA**—Kenneth Tobey, Faith Domergue, Ian Keith.

**JUNGLE MOON MEN**—Johnny Weissmuller, Jean Byron, Billy Curtis.

**LONG, GRAY LINE, THE**—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).

**MAN FROM LARAMIE, THE**—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).

**MY SISTER EILEEN**—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

**PIRATES OF TRIPOLI**—Paul Henreid, Patricia Medina—(Technicolor)—(706)—72m.

**PRISONER, THE**—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).

**PRIZE OF GOLD, A**—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

**REBOUND**—Stewart Granger, Jeon Simmons—(Technicolor)—(Made in England).

**RIOT ON PIER SIX**—Arthur Franz, Beverly Garland.

**SEMINOLE UPRISING**—George Montgomery, Karin Booth—(Technicolor).

**STALK, THE**—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

**TEN WANTED MEN**—Randolph Scott, Jocelyn Brando—(Technicolor)—80m.—Leg.: B.

**THREE FOR THE SHOW**—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).

**TIGHT SPOT**—Edward G. Robinson, Ginger Rogers, Brian Keith.

**WOMEN'S PRISON**—Ida Lupina, Jan Sterling, Howard Duff—80m.

**WYOMING RENEGADES**—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

**AIDA**—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for apero lavers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferrania-color)—(English narration).

**APPOINTMENT FOR MURDER**—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosis—Average import for the Italian and art spots—90m.—see Mor. 24 issue—(English titles).

**BREAD, LOVE, AND DREAMS**—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

**THEODORA, SLAVE EMPRESS**—MD—Gianna Maria Canale, George Mochal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TO BE REVIEWED OR IN PRODUCTION

**AGAINST THE WALL**—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

**CITY STANDS TRIAL, A**—Silvana Pampanini, Amedeo Nazzari, Eduardo Cionelli—(Dubbed in English)—Leg.: B.

**HURDY-GURDY**—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

**HUSBAND FOR ANNA, A**—Silvana Pampanini, Massima Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

**LOVE IN THE CITY**—Documentary love story—(Dubbed in English)—110m.

**TOO YOUNG FOR LOVE**—Marina Vlady, Pierre Michel Beck, Alda Fabrizi—(Dubbed in English).

**VOICE OF SILENCE**—Rossana Podesta, Cosetta Greca, Aldo Fabrizi—(Dubbed in English).

**WAYWARD WIFE**—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

**BIG CHASE, THE**—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).

**DEADLY GAME**—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England)—(5402).

**HEAT WAVE**—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).

**MONSTER FROM THE OCEAN FLOOR**—MD—Anne Kimball, Stuart Wade, Dick Pinner—Okeh for the lower half—64m.—see June 30 issue—(5328).

**PAID TO KILL**—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh Import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).

**RIVER BEAT**—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).

**SIEGE, THE**—MD—Aurora Bautista, Fernando Rey, Virgile Teixeira—For the lower half—63m.—see Dec. 15 issue—(Spanish-made)—(Dubbed in English)—(5323).

**SILENT RAIDERS, THE**—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made)—(5404).

**TERROR SHIP**—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).

**THUNDER PASS**—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue—(5404).

**UNHOLY FOUR, THE**—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).

TO BE REVIEWED OR IN PRODUCTION

**AIR STRIKE**—Gloria Jean, Richard Denning—(5413).

**BLACK PIRATES**—Anthony Dexter, Lon Chaney, Robert Clarke—(AnascoColor)—(Made in El Salvador)—74m.—(5407).

**GLASS TOMB**—John Ireland—(English-made)—(5409).

**PHANTOM OF THE JUNGLE**—Jon Hall, Anne Gwynne, Ray Montgomery—(5414).

**RACE FOR LIFE, A**—Richard Conte, Marl Aldon—(English-made)—69m.—(5403).

**SILVER STAR, THE**—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney—(5411).

**THEY WERE SO YOUNG**—Scott Brady, Raymond Burr, Johanna Matz—(Made in Germany)—(5406).

**THUNDER OVER SANGOLAND**—Jon Hall, Marjorie Lord—(5415).

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**ASPHALT JUNGLE, THE**—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue).

**ATHENA**—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this off-beat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(507)—(1.75-1).

**BAD DAY AT BLACK ROCK**—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope)—(515).

**BATTLEGROUND**—D—Van Johnson, John Hodiak, Ricarda Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue).

**BEAU BRUMMELL**—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).

**BETRAYED**—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).

**BRIGADOON**—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue—(Anasca Color)—(CinemaScope)—(502).

**CREST OF THE WAVE**—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(511)—(1.75-1).

**DEEP IN MY HEART**—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(512)—(1.75-1).

**DR. JEKYLL AND MR. HYDE**—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).

**GREEN FIRE**—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(516)—(CinemaScope).

**HER TWELVE MEN**—CD—Greer Garson, Robert Ryan, Barry Sullivan—Heart warming comedy drama deserves the best selling attention—91m.—see June 30 issue—(AnascoColor)—(Print by Technicolor)—(429)—(1.75-1).

**JULIUS CAESAR**—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS).

**LAST TIME I SAW PARIS, THE**—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(510)—(1.75-1).

**ROGUE COP**—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—1.75-1).

**TARZAN ESCAPES**—AD—Johnny Weissmuller, Maureen O'Sullivan—Torzon reissue is adequate for the action houses—89m.—see Nov. 3 issue—(509).

**TARZAN THE APE MAN**—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B—(508).

**VALLEY OF THE KINGS**—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

**WOMAN'S FACE, A**—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—(505).

TO BE REVIEWED OR IN PRODUCTION

**BEDEVILLED**—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).

**BLACKBOARD JUNGLE**—Glenn Ford, Anne Francis, Louis Calhern.

**COBWEB, THE**—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

**GLASS SLIPPER, THE**—Leslie Caron, Michael Wilding, Keenan Wynn, Ballets de Paris—(Eastman Color).

**HIT THE DECK**—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).

**INTERRUPTED MELODY**—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

**INVITATION TO THE DANCE**—Gene Kelly, Igar Yausekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

**IT'S ALWAYS FAIR WEATHER**—Gene Kelly, Cyd Charisse, Dan Dooley, Dolores Gray—(Color)—(CinemaScope).

**JUPITER'S DARLING**—Esther Williams, Howard Keel, George Sanders—(Eastman Color).

**KINGS' THIEF, THE**—Ann Blythe, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

**LOVE ME OR LEAVE ME**—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

**MANY RIVERS TO CROSS**—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(517).

**MARAUDERS, THE**—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).

**MOONFLEET**—Stewart Granger, Viveca Lindfors, Joon Greenwood—(Color)—(CinemaScope).

**PRODIGAL, THE**—Lana Turner, Edmund Purdom, Taino Elg—(Color)—(Print by Technicolor)—(CinemaScope).

**SCARLET COAT, THE**—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

**BRIDGES AT TOKO-RI, THE**—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor)—(5405).

**COUNTRY GIRL, THE**—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue—(5409).

**REAP THE WILD WIND**—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor)—(R-5403).

**REAR WINDOW**—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor)—(5401).

**SABRINA**—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).

**THREE RING CIRCUS**—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).

**WHITE CHRISTMAS**—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(5430)—(PS).

TO BE REVIEWED OR IN PRODUCTION

**AIR COMMAND**—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).

**CONQUEST OF SPACE**—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).



## Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue—(5314).

HELL'S OUTPOST—MD—Rod Cameron, Joan Leslie, John Russell—Okeh programmer—90m.—see Dec. 29 issue Leg.: B—(5315).

OUTCAST, THE—OD—John Derek, Joan Evans, Jim Davis—Okeh outdoor show—90m.—see June 30 issue—(Trucolor)—(5308).

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting documentary—60m.—see Jan. 12 issue—(Color)—(Made in Guatemala).

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—Far the lower half—70m.—see Sept. 22 issue—(5310).

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good impart for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(5312).

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue—(5309).

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor).

## TO BE REVIEWED OR IN PRODUCTION

ADMIRAL HOSKINS STORY—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

AFRICAN MANHUNT—Myron Healey, Karen Booth, John Kellog.

CAROLINA CANNONBALL—Judy Canova, Ross Elliott, Andy Clyde.

DOCTOR IN THE HOUSE—Dirk Bogarde, Muriel Pavlow, Kenneth More—(English-made)—(Rank)—(Technicolor).

I COVER THE UNDERWORLD—Sean McClory, Joanne Jordan, Ray Middleton.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

MAN FROM TEXAS—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

SQUARE RING, THE—Jack Warner, Robert Beatty, Maxwell Reed—(English-made)—(Rank).

TIMBERJACK—Vera Ralston, Sterling Hayden, Hoagy Carmichael—(Trucolor).

TROUBLE IN STORE—Norman Wisdom, Margaret Ruth-erford, Moire Lister—(Rank)—(English-made)—85m.

## 20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(424).

BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made)—(428).

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(422).

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made)—(429).

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(420).

FLIGHT OF THE WHITE HERON—see Royal Tour of Queen Elizabeth and Philip, The

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

GARDEN OF EVIL—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue.

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—Far the lower half—75m.—see Dec. 1 issue—(Color)—(427).

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope).

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP, THE (Flight of the White Heron)—DOC—Well-made documentary—52m.—see June 30 issue—(Eastman Color)—(CinemaScope)—(English-made)—(418).

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: 8—(CinemaScope)—(Color by DeLuxe)—(426).

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue.

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

## TO BE REVIEWED OR IN PRODUCTION

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan—(CinemaScope).

LIFE IN THE BALANCE, A—Ricardo Montalban, Anne Bancroft—(Made in Mexico)—(506-6)—74m.

MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope)—(509-0).

OUR GIRL FRIDAY—Joan Collins, Kenneth More—(Color)—(508-2).

RACERS, THE—Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero—(Color)—(CinemaScope)—(Partially made in Europe)—(508-8).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong).

TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England)—(504-1).

UNTAMED—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope)—(507-4).

VIOLENT SATURDAY—Sylvia Sydney, Richard Egan, J. Carol Naish—(Color)—(CinemaScope)—(510-8).

WHITE FEATHER—Robert Wagner, Debra Paget, Virginia Leith, Dale Robertson—(Technicolor)—(CinemaScope)—(Made in Mexico)—(503-3).

## United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

APACHE—MD—Burt Lancaster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: 8—(Goldstein).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor)—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—Far the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West).

MALTA STORY—HISMD—Alec Guinness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

## RKO

(1953-54 releases from 401;

1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—(509).

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor)—(505).

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).

GUNGA DIN—MD—Cary Grant, Douglas Fairbanks, Jr., Joan Fontaine—Reissue has names to sell—117m.—see June 30 issue—(479).

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor)—(508).

LOST PATROL, THE—MD—Victor McLaglen, Boris Karloff, Wallace Ford—Reissue has the angles—73m.—see June 30 issue—(480).

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 issue—(Color)—(Made in Guatemala).

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue—(Technicolor)—(572).

SINS OF ROME—MD—Ludmilla Tcherina, Massimo Girotti, Gianna Maria Canale—Import has the angles for selling—75m.—see June 30 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(414).

SUSAN SLEPT HERE—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 issue—Leg.: B—(Technicolor)—(501).

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color)—(504).

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

## TO BE REVIEWED OR IN PRODUCTION

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).

ESCAPE TO BURMA—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(Superscope).

SEVEN BAD MEN—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

TARZAN'S HIDDEN JUNGLE—Gordon Scott, Vera Miles—(507).

UNDERWATER!—Jane Russell, Richard Egan, Gilbert Roland—(Technicolor)—(Superscope)—(506)—99m.



**OPERATION MANHUNT**—MD—Harry Townes, Irja Jensen, Jacques Aubuchan—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPV).

**RETURN TO TREASURE ISLAND**—AD—Tab Hunter, Dawn Addams, Porter Hall—For the lower half—75m.—see June 30 issue—(Pathecolor)—(Small)—(1.75-1).

**ROMEO AND JULIET**—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

**SHIELD FOR MURDER**—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

**SITTING BULL**—OMD—Dale Robertson, Mary Murphy, J. Carrol Nash—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

**SNOW CREATURE**—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder).

**STEEL CAGE, THE**—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

**SUDDENLY**—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

**TWIST OF FATE**—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

**VERA CRUZ**—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

**VICTORY AT SEA**—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

**WHITE ORCHID, THE**—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Eastman Color)—(LeBorg)—(1.85-1).

**YOU KNOW WHAT SAILORS ARE**—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

#### TO BE REVIEWED OR IN PRODUCTION

**BEACHCOMBER, THE**—Robert Newton, Glynis Johns, Donald Sinden—(Technicolor)—(Rank)—(English-made)—(1.66-1).

**BEAST OF HOLLOW MOUNTAIN**—Guy Modison, Patricia Medina—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassau).

**BIG HOUSE, U. S. A.**—Broderick Crawford, Ralph Meeker—(Bel-Air).

**CANYON CROSSROADS**—Richard Basehart, Phyllis Kirk, Steven Elliot—(Joyce-Werker).

**DESERT SANDS**—Ralph Meeker, Marla English—(CinemaScope)—(Deluxe Color)—(Bel-Air).

**FIREBIRD, THE**—Ellen Rasch, International ballet and opera cast—(Lesser)—(Gevacolor).

**GENTLEMEN MARRY BRUNETTES**—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

**GOOD DIE YOUNG, THE**—Laurence Horvey, Richard Basehart, Gloria Grahame—(Remus).

**KENTUCKIAN, THE**—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

**KILL, THE**—Edward G. Robinson, George Raft, Audrey Totter—(Bischoff-Diamond).

**KISS ME DEADLY**—Ralph Meeker, Cloris Leachman, Albert Dekker—(Parklane).

**LILACS IN THE SPRING**—Errol Flynn, Anna Neagle—(Color)—(Wilcox).

**MARTY**—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

**NIGHT OF THE HUNTER, THE**—Robert Mitchum, Shelley Winters—(Gregory).

**NOT AS A STRANGER**—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

**OTHELLO**—Orson Welles, Michael MacLiammole, Suzanne Cloutier—(Made in Europe)—(Mercury).

**PURPLE PLAIN, THE**—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

**RING AROUND SATURN**—electrically animated puppets—(Eastman Color)—(3-D)—(Nassau).

**ROBBERS ROOST**—George Montgomery, Richard Boone—(Eastman Color)—(Goldstein-Jacks).

**SABAKA**—Boris Karloff, Nino Morcel, Reginold Denny—(Technicolor)—(Ferrin)—(Made in India)—77m.

**STAR OF INDIA**—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

**STRANGER ON HORSEBACK**—Joel McCrea, Miroslava—(Color)—(Goldstein).

**SUMMERTIME**—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert).

**TIGER AND THE FLAME, THE**—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

**TOP OF THE WORLD**—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Landmark).

### Universal-International

(1953-54 releases from 401;  
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BENGAL BRIGADE**—Rock Hudson, Arlene Dahl, Ursula Thelss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor)—(501).

**BLACK SHIELD OF FALWORTH, THE**—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular)—(432).

**DAWN AT SOCORRO**—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80 1/2m.—see July 28 issue—(Technicolor)—(430)—(2-1).

**DESTROY**—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the ongles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B.

**FOUR GUNS TO THE BORDER**—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82 1/2m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

**FRANCIS JOINS THE WACS**—C—Donald O'Connor, Julla Adams, Chill Wills—Series entry has the nemes and angles—94 1/2m.—see July 14 issue—(427)—(1.85-1).

**HIGH AND DRY**—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue (English-made)—(Rank)—(486).

**NAKED ALIBI**—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(431)—(1.75-1).

**RICOCET ROMANCE**—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(504)—(1.85-1).

**SIGN OF THE PAGAN**—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope)—(505)—(2-D)—(506).

**SO THIS IS PARIS**—MUC—Tony Curtis, Gloria De Haven, Gene Nelsan, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).

**WEST OF ZANZIBAR**—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor)—(503).

**YELLOW MOUNTAIN, THE**—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(510)—(2-1).

#### TO BE REVIEWED OR IN PRODUCTION

**ABBOTT AND COSTELLO IN THE MUMMY**—But Abbott, Lou Costello.

**ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS**—Bud Abbott, Lou Costello, Lynn Bari.

**AIN'T MISBEHAVIN'**—Rory Calhoun, Piper Laurie, Jack Corson—(Technicolor).

**ALL THAT HEAVEN ALLOWS**—Jane Wyman, Rock Hudson, Colleen Miller—(Technicolor).

**CAPTAIN LIGHTFOOT**—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland).

**CHIEF CRAZY HORSE**—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CinemaScope).

**CULT OF THE COBRA**—Faith Domergue, Richard Long, Marshall Thompson.

**FAR COUNTRY, THE**—James Stewart, Ruth Roman, Corinne Calvet—(Technicolor)—(2-1).

**FEMALE ON THE BEACH**—Joan Crawford, Jeff Chandler, Jan Sterling.

**FOXFIRE**—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

**KISS OF FIRE**—Jack Palance, Barbara Rush, Rex Reason—(Technicolor)—(Wide-screen).

**LADY GODIVA OF COVENTRY**—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

**LAND OF FURY**—Jack Hawkins, Glynis Johns—(Eastman Color)—(Made in New Zealand)—(Rank).

**LOOTERS, THE**—Rory Calhoun, Julie Adams, Thomas Gomez.

**MA AND PA KETTLE AT WAIKIKI**—Marjorie Main, Percy Kilbride, Lori Nelson.

**MAN FROM BITTER RIDGE, THE**—Lex Barker, Mera Cordey—(Technicolor).

**MAN WITHOUT A STAR**—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

**ONE DESIRE**—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).

**PURPLE MASK, THE**—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

**REVENGE OF THE CREATURE**—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

**SHRIKE, THE**—Jose Ferrer, June Allyson, Kendall Clark.

**SIX BRIDGES TO CROSS**—Tony Curtis, Julie Adams, George Nader—Leg.: B.

**SMOKE SIGNAL**—Dana Andrews, Piper Laurie—(Print by Technicolor).

**THIS ISLAND EARTH**—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

**TO HELL AND BACK**—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

### Warners

(1953-54 releases from 301;  
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

**BIG SLEEP, THE**—MYMD—Humphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue—(407).

**BOUNTY HUNTER, THE**—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

**DRAGNET**—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

**DRUM BEAT**—MD—Alon Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

**DUEL IN THE JUNGLE**—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

**KING RICHARD AND THE CRUSADERS**—COSMD—Rex Harrison, Virginia Mayo, George Sanders, Laurence Harvey—Colorful tale of the Crusades is packed with selling angles—113m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(331).

**RING OF FEAR**—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marlon Carr—Thriller with circus background is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

**SARATOGA TRUNK**—CD—Gory Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue—(406).

**SILVER CHALICE, THE**—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope)—(408).

**STAR IS BORN, A**—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

**TRACK OF THE CAT**—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope)—(405).

**YOUNG AT HEART**—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(409)—(1.85-1).

#### TO BE REVIEWED OR IN PRODUCTION

**ANIMAL WORLD, THE**—Nature documentary—(WarnerColor).

**BATTLE CRY**—Aldo Ray, Mona Freeman, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope).

**BLOOD ALLEY**—Robert Mitchum, Lauren Bacall, Joy Kim.

**EAST OF EDEN**—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

**HELEN OF TROY**—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

**I DIED A THOUSAND TIMES**—Perry Lopez, Walter Abel, Beverly Garland.

**JUMP INTO HELL**—Jacques Sernas, Kurt Kasznar, Arnold Moss—(410).

**LAND OF THE PHAROHS**—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

**MCCONNELL STORY, THE**—Alan Ladd, June Allyson—(WarnerColor)—(CinemaScope).

**MISTER ROBERTS**—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

**MOBY DICK**—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

**NEW YORK CONFIDENTIAL**—Broderick Crawford, Richard Conte, Anne Boncroft.

**RIVER CHANGES, THE**—Rosanna Rory, Harold Marsh—(Made in Germany).

**SEA CHASE, THE**—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

**STRANGE LADY IN TOWN**—Greer Garson, Dona Andrews—(WarnerColor)—(CinemaScope).

**TALL MAN RIDING**—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

**TARGET ZERO**—Richard Conte, Peggie Castle.

**UNCHAINED**—Elroy Hirsch, Barbara Hale, Chester Morris—75m.

### Miscellaneous

(Distributors' addresses will be furnished on request)

**CHAMPAGNE SAFARI**—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

**DAY OF TRIUMPH**—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

**DESPERATE WOMEN, THE**—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion rocket film can be exploited—67m.—see Dec. 29 issue—(Newman).

**DUEL IN THE SUN**—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

**EGYPT BY THREE**—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmmakers).

**FAST AND THE FURIOUS, THE**—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).

**FORBIDDEN WOMEN**—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

**GARDEN OF EDEN**—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).



**HALF WAY TO HELL—COMP.**—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

**JAIL BAIT—MD.**—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).

**JAMBOREE—DOC.**—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

**KARAMOJA—DOC.**—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

**KILL HIM FOR ME—MD.**—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

**MYSTERY LAKE—NAD.**—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

**PRIVATE HELL 36—MD.**—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue—(Filmakers).

**THIS IS YOUR ARMY—DOC.**—Produced by Movietone and U. S. Army—Interesting documentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

**20,000 LEAGUES UNDER THE SEA—MD.**—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope)—(Buena Vista).

**UNCONQUERED, THE—DOC.**—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

**UNCOVER GIRLS—8UR.**—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

**VANISHING PRAIRIE, THE—DOC.**—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

**VARIETEASE—BUR.**—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

## Foreign-Made

(Distributors' addresses will be furnished on request)

**ADVENTURE IN ODESSA—D.**—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Soviet import for the Russian spots—78m.—see July 14 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**ANGELIKA—D.**—Maria Schell, Dieter Borsche, Heidemarle Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

**ANNA CROSS, THE—D.**—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

**ASCENT TO HEAVEN—CD.**—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

**BALLET CONCERT—COMP.**—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue—(Russian-made)—(Artkino).

**BRIDE WITH A DOWRY—CD.**—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**CASPIAN STORY—DOC.**—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

**CITY OF VIOLENCE—MD.**—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

**COMPANIONS OF THE NIGHT—D.**—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

**CRIMSON FLOWER, THE—CAR.**—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

**DANCING WITH CRIME—MD.**—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screen-craft).

**DAUGHTERS OF DESTINY—COMP.**—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

**DESIRES—D.**—O. W. Fischer, Heidemarle Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

**DESPERATE DECISION—D.**—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

**DREAMS OF LOVE—8IDMU.**—Pierre-Richard Willm, Mila Parely, Annie Ducaux—Fair musical biography for the art houses—see June 30 issue—(French-made)—(English titles)—(Davis).

**EDGE OF DIVORCE—D.**—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

**FOUR WAYS OUT—MD.**—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

**FRENCH TOUCH, THE—C.**—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

**GOOD BEGINNING, THE—C.**—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

**HALF A CENTURY OF SONGS—MU.**—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

**HEART OF THE MATTER, THE—D.**—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and England)—(Associated Artists).

**ILLCIT INTERLUDE—D.**—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

**INSPECTOR CALLS, AN—D.**—Alastair Sim, Olga Lindo, Arthur Young—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

**JOHN WESLEY—8ID.**—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

**KINGDOM ON THE WATERS, A—DOC.**—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

**LOVERS, HAPPY LOVERS—C.**—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

**MISTRESS, THE—D.**—Vera Pashennaya, Mikhail Zharov, N. Shamin—Soviet import is okeh for the art and Russian spots—95m.—see June 30 issue—(Russian-made)—(English titles)—(Artkino).

**ONE SUMMER OF HAPPINESS—D.**—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

**OPERATION DIPLOMAT—MD.**—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

**PARIS INCIDENT—CD.**—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

**PROFILE—MYMD.**—John Bentley, Kathleen Byron, Theo Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

**RED INN, THE—CMD.**—Fernandel, Lud Germain, Francols Rosay—Good comedy for the art houses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

**RUNAWAY BUS, THE—CMD.**—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

**SCOTCH ON THE ROCKS—C.**—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

**SIDE STREET STORY—D.**—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

**SKANDERBEG—HISD.**—Akaki Khrava, Besa Imani, Adieve Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

**STARS OF THE RUSSIAN BALLET—MU.**—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

**STRATFORD ADVENTURE, THE—DOC.**—Alec Guinness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

**SUNDERIN (THE STORY OF A SINNER)—D.**—Hildegard Neff, Gustave Froehlich, Anne Bruck—For the art, German, and exploitation houses—76m.—see June 30 issue—(German-made)—(Dubbed and narrated in English)—(Cellini).

**TRUE FRIENDS—CD.**—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

**UGETSU—DFAN.**—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

**WELCOME THE QUEEN—DOC.**—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).



The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>Columbia</b>					
<b>Two Reel COMEDIES</b>					
<b>ALL-STAR (6)</b>					
7411	(Sept. 30)	The Fire Chaser (Besser).....F		16m. 3873	
7412	(Dec. 9)	Kids Will Be Kids .....		16m.	
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon) .....			
7414	(Feb. 17)	G.I. Doad It (Besser) .....			
<b>ASSORTED FAVORITE REPRINTS (6)</b>					
7421	(Sept. 16)	His Hotel Sweet (Herbert) F		17m. 3841	
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke).....G		17m. 3856	
7423	(Dec. 2)	Cupid Goes Nuts (Vague)F		16m. 3887	
<b>COMEDY FAVORITE RE-RELEASES (6)</b>					
7431	(Oct. 21)	Wedding Belle (Schilling and Lane).....F		17m. 3865	
7432	(Nov. 18)	Rolling Down to Reno (van Zell) .....	G	16 1/2m. 3865	
7433	(Dec. 16)	The Good Bad Egg (DeRita) .....	F	17m. 3887	
<b>SERIALS (4)</b>					
7120	(Nov. 11)	Riding With Buffalo Bill.....F		15ep. 3880	
		Black Arrow (reissue).....		15ep.	
7140	(Feb. 24)	Black Arrow (reissue).....		15ep.	
<b>THE THREE STOOGES (8)</b>					
7401	(Sept. 2)	Knutzy Knights .....	G	17 1/2m. 3841	
7402	(Oct. 7)	Shot In The Frontier .....	F	16m. 3873	
7403	(Nov. 4)	Scotched in Scotland .....			
7404	(Jan. 6)	Fling In the Ring .....			
7405	(Feb. 3)	Of Cash and Hash.....			
<b>CANDID MICROPHONES (Reissues)</b>					
7551	(Sept. 23)	Series 1, No. 1.....E		10m. 3843	
7552	(Dec. 2)	Series 1, Na. 2 .....	E	10 1/2m. 3894	
7553	(Jan. 13)	Series 1, No. 3.....G		10 1/2m. 3900	
<b>COLOR FAVORITES (13) (Technicolor) (Reissues)</b>					
7601	(Sept. 2)	Imagination .....	E	8m. 3842	
7602	(Oct. 7)	Red Riding Hood Rides Again .....	G	7m. 3857	
7603	(Nov. 4)	A Hunting We Won't Go.....G		7 1/2m. 3866	
7604	(Nov. 25)	Gifts From the Air .....	G	7m. 3888	
7605	(Dec. 9)	Mysto Fox .....	F	7m. 3888	
7606	(Jan. 6)	Polar Playmates .....	F	7m. 3900	
7607	(Feb. 3)	Catnipped .....			
7608	(Feb. 17)	Unsure Runts .....			
<b>MR. MAGOO (4) (Technicolor)</b>					
7701	(Dec. 16)	Destination Magoo .....			
<b>MR. MAGOO SPECIAL (Technicolor) (CinemaScope)</b>					
7509	(Jan. 6)	When Magoo Flew .....	E	7m. 3857	
<b>(1954-55)</b>					
<b>MUSICAL SPECIAL (1)</b>					
7999	(Sept. 2)	Autumn In Rome .....	G	8m. 3843	
<b>SCREEN SNAPSHOTS (10)</b>					
7851	(Sept. 23)	Hollywood Movies March On .....	G	10m. 3843	
7852	(Oct. 21)	Hollywood Stars On Parade .....	F	9 1/2m. 3874	
7853	(Nov. 18)	Hollywood Cowboy Stars .....			
7854	(Dec. 16)	Hollywood Life .....			
7855	(Jan. 20)	Pennies From Hollywood .....			
7856	(Feb. 24)	Hollywood Shower Of Stars .....			
<b>THRILLS OF MUSIC (6) (Reissues)</b>					
7951	(Sept. 9)	Ted Weems and Orch.....G		10m. 3843	
7952	(Nov. 11)	Gene Krupa and Orch.....F		10m. 3866	
7953	(Dec. 23)	The Lecuona Cuban Boys.....G		10 1/2m. 3900	
7954	(Feb. 10)	Tony Pastor and Orch.....		10m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>UPA ASSORTED CARTOONS (4) (Technicolor)</b>					
7501	(Sept. 23)	How Now Baing Boing....E		7 1/2m. 3842	
7502	(Jan. 27)	Spare That Child .....			
7503	(Feb. 24)	Babie Baogie .....			
<b>WORLD OF SPORTS (10)</b>					
7801	(Sept. 16)	Argentine Athletics .....	G	10m. 3874	
7802	(Oct. 14)	Hunting Thrills .....	F	9m. 3874	
7803	(Nov. 11)	Skiing the Andes .....			
7804	(Dec. 23)	Rasslin' Redskin .....			
7805	(Jan. 13)	Flying Mallets .....			
7806	(Feb. 6)	Aquatic Acrobats .....			
<b>MGM</b>					
<b>One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)</b>					
W-632	(Sept. 4)	Mice Follies (T-J).....G		7m. 3831	
W-634	(Sept. 18)	Farm of Tomorrow (TA)....G		7m. 3831	
W-636	(Oct. 2)	Neapolitan Mouse (T-J)...G		7m. 3831	
W-638	(Nov. 6)	The Flea Circus (TA).....G		7m. 3842	
W-639	(Nov. 13)	Dawnhearted Duckling .....		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA).....		8m.	
<b>CINEMASCOPE CARTOONS (Technicolor)</b>					
C-631	(Nov. 20)	Pet Peeve (T-J).....		7m.	
C-633	(Dec. 18)	Touché Pussycat (T-J).....		7m.	
	(Mar. )	Southbound Duckling (T-J)			
	(Apr. )	Pup On A Picnic (T-J).....			
<b>FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)</b>					
T-611	(Sept. 11)	Yosemite the Magnificent E		9m. 3831	
T-612	(Oct. 16)	Grand Canyon, Pride of Creation .....	E	8 1/2m. 3844	
T-613	(Nov. 27)	Pictureque Patzcuaro .....	G	9m. 3866	
T-614	(Dec. 25)	Glacier Park and Watertan Lakes .....	G	9m. 3866	
	(Feb. )	Mexican Police on Parade..G		9m. 3900	
	(Apr. )	Mighty Niagara .....			
<b>GOLD MEDAL REPRINT CARTOONS (8)</b>					
W-661	(Oct. 30)	Cat Fishin' (T-J) .....	F	8m. 3842	
	(Jan. )	Part Time Pal .....	G	7m. 3900	
	(Jan. )	Cat Concerto (T-J).....G		7m. 3900	
	(Feb. )	Dr. Jekyll and Mr. Mouse .....			
	(Mar. )	Salt Water Tabby .....			
<b>PETE SMITH SPECIALTIES (10)</b>					
S-651	(Oct. 9)	The Camera Caught It.....F		9m. 3843	
S-652	(Dec. 11)	Rough Riding (Tech.) .....			
	(Jan. )	The Man Around the House .....			
	(Feb. )	Keep Young .....	F	9m. 3866	
	(Mar. )	Sports Trix .....			
	(Apr. )	Just What I Needed .....			
<b>Paramount</b>					
<b>CARTOON CHAMPIONS (6) (Technicolor) (Reissues)</b>					
S14-1	(Oct. 1)	We're In The Honey .....	G	8m. 3843	
S14-2	(Oct. 1)	Butterscotch and Sada.....G		7m. 3842	
S14-3	(Oct. 1)	Sudden Fried Chicken.....F		7m. 3843	
S14-4	(Oct. 1)	The Friendly Ghost .....	G	7 1/2m. 3842	
S14-5	(Oct. 1)	The Bored Cuckoo .....	G	8m. 3842	
S14-6	(Oct. 1)	Santa's Surprise .....	G	9m. 3842	
<b>CASPER CARTOONS (6) (Technicolor)</b>					
B14-1	(Oct. 15)	Boos and Arrows .....	G	6m. 3857	
B14-2	(Dec. 3)	Boo Ribbon Winner .....	G	6m. 3887	
B14-3	(Jan. 28)	Hide and Shriek .....			
<b>GRANTLAND RICE SPORTLIGHTS (12)</b>					
R14-1	(Oct. 1)	Twin Riding Champs ....G		10m. 3857	
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides .....	G	10m. 3857	
R14-3	(Nov. 5)	Where Everybody Rides....E		10m. 3894	
R14-4	(Dec. 10)	Boyhood Thrills .....			
R14-5	(Dec. 24)	The Pike's Peak Arena ....			
<b>HEADLINER CHAMPIONS THRILLS (6) (Reissues)</b>					
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies .....	E	9m. 3843	
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way .....	E	9m. 3843	
A14-3	(Oct. 1)	Stork Crazy .....	G	10m. 3843	
A14-4	(Oct. 1)	The Lonesome Stranger....E		10m. 3843	
A14-5	(Oct. 1)	Calling All Animals .....	F	10m. 3843	
A14-6	(Oct. 1)	Video Hounds .....	G	10m. 3843	
<b>HERMAN AND CATNIP CARTOONS (4) (Technicolor)</b>					
H14-1	(Nov. 26)	Rail-Rodents .....			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>NOVELTOONS (6) (Technicolor)</b>					
P14-1	(Oct. 29)	Fido Beta Kappa .....	G	6m. 3857	
P14-2	(Dec. 17)	No Ifs, Ands or Butts.....			
<b>PACEMAKERS (6)</b>					
K14-1	(Oct. 2)	Drilling For Girls In Texas .....	G	9m. 3857	
K14-2	(Dec. 17)	How To Win At The Races .....			
<b>POPEYE CARTOONS (8) (Technicolor)</b>					
E14-1	(Nov. 12)	Private Eye Popeye .....	G	7m. 3888	
E14-2	(Dec. 10)	Gopher Spinach .....	G	6m. 3888	
E14-3	(Jan. 14)	Cookin' With Gags .....			
<b>TOPPERS (6)</b>					
M14-1	(Nov. 19)	The Nerve of Same People .....	G	10m. 3894	
M14-2	(Dec. 31)	Killers At Bay .....			
<b>VISTAVISION SPECIAL</b>					
T14-1	(Nov. 5)	VistaVision Visits Norway .....	G	17m. 3899	
<b>RKO</b>					
<b>Two Reel EDGAR KENNEDY REISSUES (6)</b>					
53501	(Oct. 8)	Hast To a Ghost .....	B	17m. 3841	
53502	(Oct. 22)	Nolsy Neighbors .....	F	17m. 3841	
53503	(Nov. 5)	The Big Beef .....	F	17m. 3841	
53504	(Nov. 19)	Mind Over Mouse .....	F	17m. 3865	
53505	(Dec. 3)	Brather Knows Best .....	F	17m. 3865	
53506	(Dec. 17)	Home Canning .....	F	16m. 3880	
<b>LEON ERROL REISSUES (6)</b>					
53701	(Oct. 1)	Oh Professor Behave.....F		18m. 3841	
53702	(Oct. 15)	When Wifie's Away.....F		20m. 3841	
53703	(Oct. 29)	Cutie On Duty .....	G	17m. 3841	
53704	(Nov. 12)	Twin Husbands .....	F	18m. 3865	
53705	(Nov. 26)	I'll Take Milk .....	G	18m. 3865	
53706	(Dec. 10)	Follow That Blonde .....	F	18m. 3880	
<b>RAY WHITLEY REISSUES (2)</b>					
53401	(Oct. 22)	Sagebrush Serenade .....	F	19m. 3842	
53402	(Nov. 19)	Redskins and Redheads....G		18m. 3842	
<b>SPECIALS (8)</b>					
53101	(Oct. 8)	The Iron Fence .....	G	19m. 3857	
53102	(Nov. 12)	Circus Trainer .....	E	17m. 3887	
53103	(Dec. 17)	Fast Freight .....		15m.	
53104	(Jan. 21)	River Ta The Past.....		15m.	
<b>SPORT SPECIALS (2)</b>					
53901	(Dec. 10)	Football Highlights .....	G	15 1/2m. 3899	
53801	(Apr. 15)	Basketball Highlights .....			
<b>MY PAL REISSUES (2)</b>					
53201	(Oct. 8)	I Found A Dog .....	F	21m. 3842	
53202	(Nov. 5)	Pal's Return .....	F	20m. 3842	
<b>One Reel SCREENLINERS (13)</b>					
54201	(Sept. 17)	House Of Knowledge ....F		8m. 3857	
54202	(Oct. 15)	Alpine Fortress .....	G	8m. 3857	
54203	(Nov. 12)	Just Pets .....	G	8m. 3894	
54204	(Dec. 10)	Cinema Capers .....		8m.	
54205	(Jan. 7)	Water, Water Everywhere .....		8 1/2m.	
<b>SPORTSCOPES (13)</b>					
54301	(Sept. 3)	Alaskan Trout .....	F	8m. 3844	
54302	(Oct. 1)	British Empire Games ....G		8m. 3857	
54303	(Oct. 29)	Willie Mays .....	G	8m. 3888	
54304	(Nov. 26)	Canadian Stampede .....	G	8m. 3894	
54305	(Dec. 24)	Sports Island .....			
54306	(Jan. 21)	Ski Saga .....			
54307	(Feb. 18)	Game Warden .....			
54308	(Mar. 18)	Tanbark And Turf.....			
54309	(Apr. 15)	Jai Alai .....			
<b>WALT DISNEY CARTOONS (18) (Technicolor)</b>					
(C—Chlp'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
54101	(Oct. 15)	Social Lion .....	G	7m. 3857	
54102	(Nov. 12)	Flying Squirrel (D) .....	G	7m. 3887	
<b>WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)</b>					
54103	(Jan. 14)	No Hunting (D) .....			
<b>WALT DISNEY CARTOON RE-RELEASES</b>					
54104	(Jan. 28)	The Pelican And The Snipe .....			
54105	(Feb. 18)	Lake Titicack .....			
54106	(Mar. 11)	Contrasts in Rhythm .....			



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<b>Republic</b>					
<b>SERIALS (4)</b>					
5481	(July 19)	Mon With the Steel Whip	F	12ep. 3811	
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep. 3848	
	(Jan. 3)	Ponther Girl of the Kongo		12ep.	

<b>One Reel</b>					
<b>THIS WORLD OF OURS (6) (Trucolor)</b>					
5385	(Aug. 1)	Ireland		9m.	
	(Nov. 15)	Thailand		9m.	
	(Dec. )	Boll		9m.	

<b>20th Century-Fox</b>					
<b>CINEMASCOPE SPECIALS (Color)</b>					
7401	(Nov. )	The Coronation Parade	G	7 1/2m. 3667	
7402	(Jan. )	Dancers of the Deep	G	6m. 3683	
7403	(Dec. )	Vesuvius Express	G	15m. 3676	
7404	(Dec. )	Finole from Tschokowsky's Symphony Number Four	G	6m. 3673	
7405	(Feb. )	Polovetzian Dances From Prince Igor	E	8m. 3683	
7406	(Feb. )	Tournament of Roses	E	18m. 3699	
7407	(Mar. )	The New Venezuela	E	10m. 3723	
7408	(Mar. )	Haydn's Farewell Symphony	E	9m. 3722	
7409	(Aug. )	Jet Corrier	G	17m. 3811	
7410	(May )	The First Piano Quartette	G	10m. 3758	
7411	(May )	Motion Picture Stunt Pilot	G	17m. 3773	
7412	(June )	Stephen Foster Medley			
7413	(June )	Valley Of The Nile			
7414	(.....)	Miracle of Stereophonic Sound, The	G	11m.	
7415	(Apr. )	Roger Wagner Chorale	E	8m. 3739	
7416	(Apr. )	New Horizons	G	10m. 3731	
7417	(May )	Land of Legend	G	9m. 3758	
7418	(July )	Piano Encores	G	10m. 3805	
7419	(June )	Calypso Cruise	F	9m. 3799	
7420	(Sept. )	Pride of the Nation	F	12m. 3849	
7421	(Oct. )	Fabulous Las Vegas	G	18m. 3856	
7422	(Nov. )	The CinemaScope Parade	G	22m. 3873	
7423	(Oct. )	El Toro		9m.	
7424	(Dec. )	Queen's Guard			
7425	(Oct. )	The Empire Games	E	13m. 3874	
7426	(Nov. )	Flying To Fish	G	16m. 3887	
7427	(Nov. )	For East Bostions	F	10m.	
7428	(Dec. )	Supersonic Age		14m.	
	(Jan. )	Tuna Clipper Ship		16m.	
	(.....)	American Railroads			
	(.....)	Orient Express			
	(Jan. )	Birthday Parade			
	(Feb. )	Fifth Avenue To Fujiyama		10m.	
	(Feb. )	Stompede City		6 1/2m.	

<b>One Reel</b>					
<b>SEE IT HAPPEN (6)</b>					
6401	(Apr. )	Accent on Courage	G	9m. 3731	
6402	(July )	Tumult	F	9m. 3799	
6403	(Aug. )	Isle Of Destiny	F	9m. 3857	

<b>SPORTS (6)</b>					
3401	(Apr. )	Touchdown Trophies	G	8m. 3799	
3402	(July )	Dizzy Diving	G	8m. 3806	
3403	(Sept. )	Sporty Simlans	G	8m. 3857	

<b>TERRYTOONS (16) (Technicolor)</b>					
5401	(Jan. )	Little Roquefort in Runaway Mouse	F	7m. 3639	
5402	(Jan. )	Dimwit in How to Relax	F	7m. 3639	
5404	(Feb. )	Heckle and Jeckle in Blind Date	F	7m. 3632	
5405	(Feb. )	Nonsense Newsreel	G	7m. 3691	
5407	(Mar. )	Mighty Mouse in the Helpless Hippo	F	7m. 3691	
5408	(Mar. )	Terry Beers in Pet Problems	F	7m. 3691	
5410	(Apr. )	Little Roquefort in Prescription for Percy	F	7m. 3699	
5411	(Apr. )	Heckle and Jeckle in Satisfied Customers	F	7m. 3722	
5413	(May )	Tall Tale Teller	F	7m. 3731	
5414	(May )	Arctic Rivals	F	7m. 3730	

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5416	(June )	Terry Beers in o Howling Success	F	7m. 3774	
5418	(July )	Pride of the Yord	F	7m. 3798	
5420	(Aug. )	Little Roquefort in the Cat's Revenge	F	7m. 3857	
5422	(Sept. )	Mighty Mouse in the Reformed Wolf	F	7m. 3857	
5424	(Nov. )	Heckle and Jeckle in Blue Plate Symphony	F	7m. 3874	

<b>TERRYTOON TOPPER REISSUES (10)</b>					
5403	(Jan. )	The Helicopter	F	7m. 3683	
5406	(Feb. )	Much Ado About Nothing	G	7m. 3683	
5409	(Mar. )	The Frog and the Princess	F	7m. 3682	
5412	(Apr. )	Mighty Mouse in the Wreck of the Hesperus	F	6 1/2m. 3722	
5415	(May )	Gandy Goose in Ghost Town	F	6 1/2m. 3750	
5417	(June )	A Day in June	F	7m. 3788	
5419	(July )	Gandy Goose in Fisherman's Luck	G	7m. 3788	
5421	(Aug. )	Ants in Your Pontry	F	7m. 3788	
5423	(Oct. )	A Wicky Wocky Romance	F	7m. 3788	
5425	(Dec. )	A Torrid Toreador	F	7m. 3788	

<b>United Artists</b>					
<b>SPORTS SPECIAL</b>					
		Marcelano-Charles Fight	G	21m. 3848	

<b>Universal-International</b>					
<b>Two Reel</b>					
<b>MUSICAL FEATURETTES (13)</b>					
1301	(Nov. 29)	Champ Butler Sings	G	15m. 3893	
1302	(Dec. 30)	Road Show	G	15m. 3893	
<b>SPECIALS</b>					
1201	(Nov. 12)	A Gift From Dirk	G	19m. 3893	
<b>One Reel</b>					
<b>VISTARAMA SPECIAL (CinemaScope and other aspect ratios) (Eastman Color)</b>					
	(Nov. )	Speed Sub-Zero	G	9 1/2m. 3874	
<b>WALTER LANTZ CARTOONS (13) (Technicolor)</b>					
1321	(Dec. 20)	I'm Cold	G	6m. 3894	
1322	(Jan. 17)	Helter Skelter	G	6m. 3894	

<b>Warners</b>					
<b>SPECIALS (12) (Technicolor)</b>					
2001	(Sept. 11)	Goy Parisian	E	20m. 3841	
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m. 3865	
2003	(Nov. 6)	Moriners Ahoy	G	17m. 3880	
2004	(Jan. 8)	Where Winter Is King			
2005	(Dec. 4)	Bill Of Rights	G	22m. 3899	
2006	(Feb. 5)	Beauty And The Bull			
2007	(Mar. 5)	Mississippi Traveler			

<b>CLASSICS OF THE SCREEN (6)</b>					
2101	(Sept. 25)	Wells Fargo Days	F	20m. 3842	
2102	(Nov. 20)	Camera Hunting	G	19m. 3880	
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Tolkies Were Young			

<b>One Reel</b>					
<b>BLUE RIBBON HIT PARADES (15) (Reissues) (Technicolor)</b>					
2301	(Sept. 11)	Rhapsody In Rivets	E	7m. 3842	
2302	(Oct. 16)	Inki At The Circus	F	7m. 3842	
2303	(Nov. 6)	Foxy Duckling	G	7m. 3880	
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m. 3880	
2305	(Dec. 25)	Triol of Mr. Wolf	G	7m. 3888	
2306	(Feb. 5)	Back Alley Uproar			
2307	(Feb. 26)	You Were Never Duckier			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
<b>BUGS BUNNY SPECIALS (3) (Technicolor)</b>					
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m. 3874	
2724	(Dec. 18)	Boby Buggy Bunny	G	7m. 3900	
2725	(Feb. 12)	Beanstalk Bunny			
2726	(Mar. 26)	Sehora Hare			

<b>JOE McDOAKES COMEDIES (6)</b>					
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m. 3866	
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m. 3900	
2403	(Jan. 29)	So You Don't Trust Your Wife			
2404	(Mar. 12)	So You Want To Be A Gladiator			

<b>MELODY MASTER BANDS REISSUES (6)</b>					
2801	(Sept. 4)	Melody Of Youth	G	10m. 3843	
2802	(Oct. 23)	Skinnoy Ennis and Orch.	E	10m. 3843	
2803	(Jan. 1)	South American Swoy	F	9m. 3880	
2804	(Feb. 26)	Stan Kenton ond Orch.	F	10m. 3900	

<b>MERRIE MELODIES (33) (Technicolor)</b>					
2701	(Sept. 4)	Gone Batty	G	7m. 3842	
2702	(Sept. 18)	Goo Goo Golioth	G	7m. 3866	
2703	(Oct. 2)	By Word Of Mouse	F	7m. 3866	
2704	(Oct. 16)	From A To Z-Z-Z	E	7m. 3880	
2705	(Oct. 30)	Quock Shot	G	7m. 3880	
2706	(Nov. 27)	My Little Duckaroo	G	7m. 3880	
2707	(Dec. 11)	Sheep Ahoy	G	7m. 3900	
2708	(Jan. 1)	Pizzicato Pussycot			
2709	(Jan. 15)	Foother Dusted			
2710	(Jan. 29)	Pests For Guests			
2711	(Feb. 19)	All Fouled Up			
2712	(Feb. 26)	Stork Naked			
2713	(Mar. 12)	Lighthouse Mouse			

<b>THE SPORTS PARADE (10) (Technicolor)</b>					
2501	(Sept. 18)	Circus On Ice	F	10m. 3844	
2502	(Oct. 23)	Hotteras Honkers	F	10m. 3866	
2503	(Dec. 11)	Rodeo Roundup	F	10m. 3900	
2504	(Jan. 15)	Silver Blades			
2505	(Feb. 19)	Caribbean Playgrounds			
2506	(Mar. 19)	Football Royal			

<b>WARNER VARIETIES (7)</b>					
2601	(Oct. 2)	This Mechanical Age	G	10m. 3866	
2602	(Nov. 13)	Ski Flight	F	9m. 3888	
2603	(Dec. 25)	Bit Of The Best	G	10m. 3900	
2604	(Mar. 19)	Those Exciting Days			

<b>MISCELLANEOUS</b>					
		Alien Orders (COI)	F	10m. 3857	
		Chevolier de Menilmontant (Burstyn)	G	14m. 3873	
		Composers In Cloy (United World)	G	22m. 3856	
		For Peace and Friendship (Color) (Artkino)	F	39m. 3887	
		Grand Canyonscope (CinemaScope)			
		(Buena Vista-Disney)	E	7m. 3900	
		Henri De Toulouse Loutrec (Picturo)	F	17m. 3856	
		Illegitimote Child (Sovcolor)			
		(Artkino)	F	16m. 3873	
		Lesson In Anatomy, A (IFE)	F	11m. 3849	
		Lost Paradise, The (Pictura)	G	11m. 3857	
		Miracle In Music, A (American)	G	8m. 3900	
		Mystery Of Leonardo, The (IFE)	F	10m. 3848	
		New Van Gogh, The (IFE)	G	15m. 3856	
		Poul Gouguin (Pictura)	G	13m. 3848	
		Romontic Youth (Burstyn)	F	15m. 3865	
		Sister Alenoushka and Brother Ivanusho (Color) (Artkino)	F	13m. 3841	
		Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m. 3841	
		Story of Light, The (Color) (Bondy)	E	9m. 3866	
		USSR Today No. 19 (Artkino)	F	12m. 3844	
		USSR Today No. 24 (Artkino)	F	19m. 3874	
		World of Life, The No. 1 (Meadow)	G	16m. 3873	
		World of Life, The No. 7 (Meadow)	G	16m. 3873	
		World of Life, The No. 13 (Meadow)	F	16m. 3873	
		World of Life, The No. 15 (Meadow)	G	15m. 3873	



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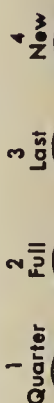
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title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER	DECEMBER
Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)	Phffft J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	A Race For Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Chaney, M. Roth (AnsoColor) (Made in El Salvador)	Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)  Battleground The Asphalt Jungle (Re-issues)	Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)	Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss  Hell's Outpost R. Cameron, J. Leslie, C. Wills	There's No Business Like Show Business E. Merman, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine (English-made)  The Other Woman H. Haas, C. Moore	Vera Cruz G. Cooper, B. Lancaster, D. Darcel (Technicolor) (Hecht-Lancaster)  Romeo and Juliet L. Harvey, S. Shentall (Technicolor) (Rank)  The Steel Cage P. Kelly, M. O'Sullivan (Swarttz-Danlger)	Sign Of The Pagan J. Chandler, J. Palanca, L. Tcherina, R. Gam (Technicolor) (CinemaScope)  The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	The Big Sleep Saratoga Trunk (Reissues)
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
Bowery To Bagdad Bowery Boys  Treasure of the Ruby Hills Z. Scott, C. Matthews, D. Foran	The Violent Men G. Ford, B. Stanwyck, E. G. Robinson (Technicolor) (CinemaScope)  The Bamboo Prison R. Francis, D. Foster  Masterson Of Kansas G. Montgomery, N. Gates (Technicolor)	They Were So Young S. Brady, R. Burr, J. Matz (Made in Germany)  The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney	Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)  Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	The Americano G. Ford, C. Romero, U. Theiss (Technicolor)  Quest For the Lost City D. and G. Lamb (Color)	African Manhunt M. Healey, K. Booth  Trouble In Store N. Wisdom, M. Rutherford, M. Lister (English-made) (Rank)  Carolina Cannonball J. Canova, R. Elliott, A. Clyde	Carmen Jones D. Danridge, H. Belafonte (Color by DeLuxe) (CinemaScope)  Prince Of Players R. Burton, M. McNamara (Color) (CinemaScope)  Twelve O'Clock High (Reissue)	Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein)  The Beachcomber G. Johns, R. Newton (Technicolor) (Rank)  Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)  Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)  West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
The Big Combo C. Wilde, R. Conte, J. Wallace  Dial 116 B. Elliott, K. Larsen, H. Stanley  Murder Is My Beat B. Payton, P. Langton	Ten Wanted Men R. Scott, J. Brando (Technicolor)  Women's Prison I. Lupino, J. Sterling, C. Moore, H. Duff  Pirates Of Tripoli P. Henreid, P. Medina (Technicolor)	Thunder Over Sangoland J. Hall, M. Lord	Many Rivers To Cross R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope)  Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)	Mambo S. Mangano, S. Winters, V. Gassman (Made in Italy)  The Conquest Of Space E. Fleming, W. Redfield, G. Johnson (Technicolor)	Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)  Tarzan's Hidden Jungle G. Scott, V. Miles	The Square Ring J. Warner, J. Collins, M. Red (English-made)  Doctor In The House D. Bogarde, M. Pavlow (Technicolor) (English-made)  Timberjack S. Hayden, V. Ralston, D. Brian (Trucolor)	White Feather R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope)  The Racers K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope)  A Life In The Balance R. Montalban, A. Bancroft (Made in Mexico)	Sabaka B. Karloff, N. Marcel, J. Foray (Technicolor) (Made in India) (Ferrin)  Canyon Crossroads R. Basehart, P. Kirk, S. Elliott (Joyce-Werker)  The Good Die Young L. Harvey, G. Grahame, R. Basehart (Remus)	The Far Country J. Stewart, R. Roman, C. Calvet (Technicolor)  Six Bridges To Cross T. Curtis, J. Adams, G. Nader  Abbott and Costello Meet The Keystone Kops B. Abbott, L. Costello	The Silver Chalice V. Mayo, P. Newman, J. Palanca, P. Angeli (WarnerColor) (CinemaScope)  Unchained E. Hirsch, B. Hale C. Morris



MOON PHASES

OBSERVATIONS

Feb. 12—Lincoln's Birthday  
Feb. 14—Valentine's Day  
Feb. 22—Washington's Birthday

FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels

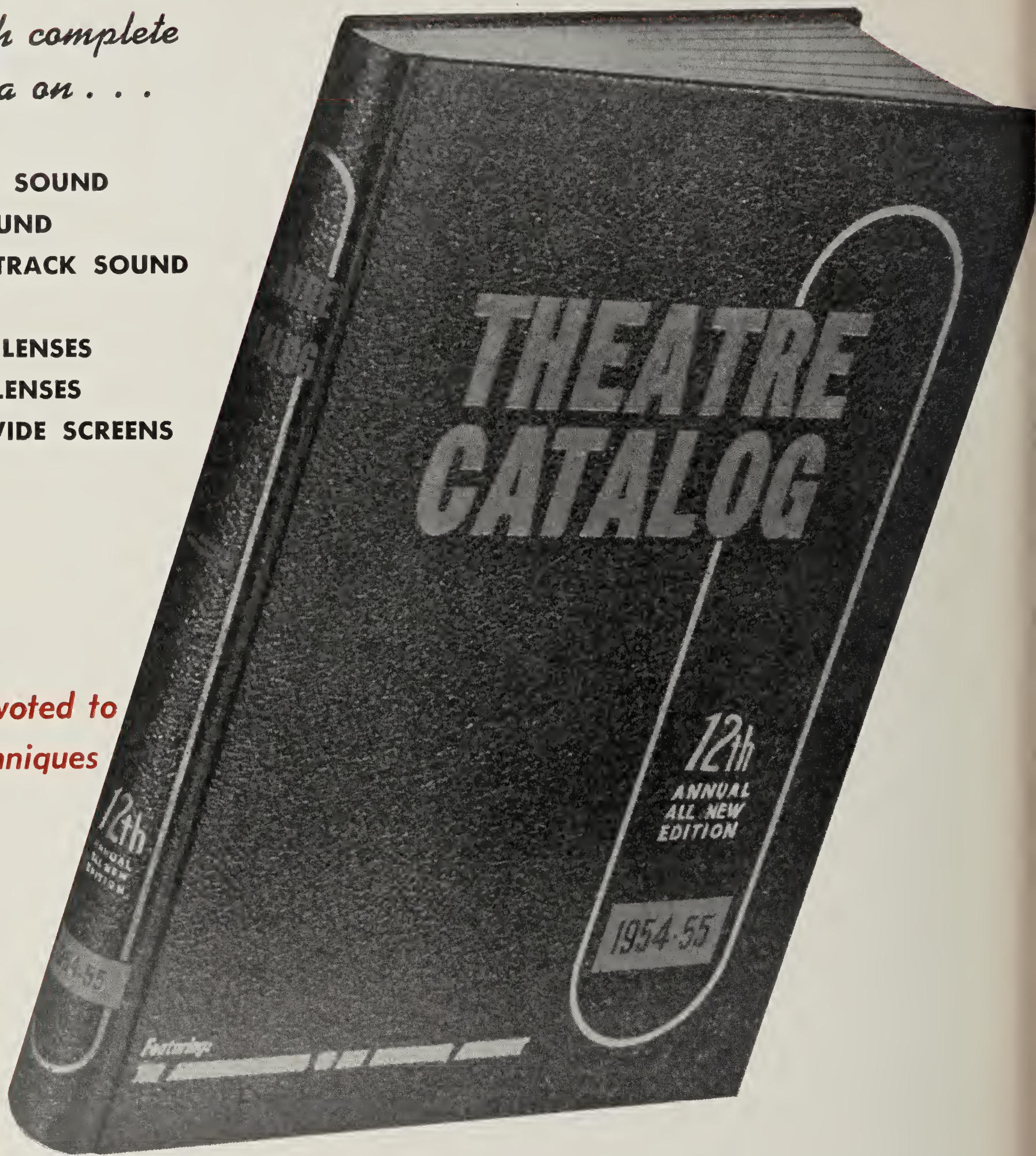


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**MOTION PICTURE**

# EXHIBITOR

**JANUARY 26, 1955** GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS  
IN TWO SECTIONS • THIS IS SECTION ONE



## **Lichtman Says Arbitration Near**

(page 7)

## **Anti Toll-TV Financing Set**

(page 10)

AND FEATURING: THE SERVICE SECTION

William Goldman, an exhibitor-producer-distributor, last week donated a Nickelodeon, a working replica of one of the earliest cinemas, to the Franklin Institute, Philadelphia, as a shrine to the film industry at all-day ceremonies attended by a host of celebrities.





# WASHINGTON'S BIRTHDAY

RELEASE OF

## "JUPITER'S DARLING"

ALL OVER THE NATION

# TALK ABOUT PENETRATION!

**"Jupiter's Darling" Ready  
For Washington's Birthday!**

**198,703,553 READERSHIP**

in general magazines, in fan magazines and in the national Sunday Supplements—American Weekly, This Week, Parade, Pictorial Review.

**NATIONWIDE TV  
REACHES 50,370,000**

ED SULLIVAN's "TOAST OF THE TOWN" 42,000,000—Jan. 16th. Scenes from the picture. Esther Williams interview.

ED MURROW's "PERSON TO PERSON" 8,370,000—Feb. 11th. Visit to home of Esther Williams, star of "Jupiter's Darling."

**PLUS NATIONWIDE  
"ELEPHANT TOUR"**

Countless more millions will see the Baby Elephant in special "Jupiter's Darling" truck. Visits to editors, TV and radio stations, hospitals, etc. A gold-mine of publicity.

**HAPPY HOLIDAYS! ASK  
YOUR M-G-M BRANCH!**

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(Available in Magnetic Stereophonic or Perspecta  
Stereophonic Optical 1-Channel Sound)

## NEVER BEFORE!

A thrilling romance in spectacular splendor and a wealth of singing glory!

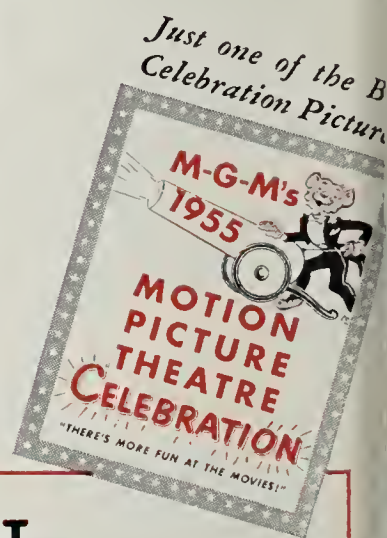
**Watch!** Hannibal's Army crossing the Alps with his elephant cavalry!

**Watch!** The scheming Beauty who tricks The Barbarian on the march to conquer Rome!

**Watch!** Handsome statues come to life in the amazing underwater dance spectacle!

**Watch!** Dance of the Painted Elephants!

**Watch!** Clash of armies at the gates of Rome!



**M-G-M's GIANT  
CINEMASCOPE  
COLOR MUSICAL**

with Cast of Thousands starring

**ESTHER WILLIAMS  
HOWARD KEEL**

**MARGE and GOWER CHAMPION**

**GEORGE SANDERS**

with **RICHARD HAYDN • WILLIAM DEMAREST**

Screen Play by **DOROTHY KINGSLEY**

Based on the Play "Rood to Rome" by **ROBERT E. SHERWOOD** • **BURTON LANE** and **HAROLD ADAMSON**

Choreography by **HERMES PAN** • Photographed in **EASTMAN COLOR**

Directed by **GEORGE SIDNEY** • Produced by **GEORGE WELLS**

(How To Celebrate! See Page 1)



**MOTION PICTURE**

# EXHIBITOR



**JANUARY 26, 1955**

**VOLUME 53 NUMBER 13**

## ABOUT OLD WAR HORSES AND COCKLEBURRS

DOWN THROUGH MORE YEARS than either of us probably want to remember, Pete Harrison and I have seen eye to eye regarding the principal rights and wrongs of our great industry. Pete has been a great personality and a great influence, and, except for the one time when he tried to turn producer (one of the worst pictures ever made, so that even his best friends couldn't tell him), he has been an honest critic; although one who laid a little too great emphasis on that "no advertising" purity.

While it is an admitted truism that "Man does not live on bread alone!"—there is always the inescapable fact that he does need bread; and that bread, and employes, and offices on both coasts, and printing and postage, all cost money, and we never heard of Pete taking a vow of poverty.

But, to get back to my point, I have never known Pete to sell his soul. What he says, he thinks! Even though every now and then, like most enthusiasts, he goes off on a flight of thinking that sometimes isn't well thought out. It is sort of like, old war horse that he is, catching a cocklebur under his rear extremity where he can't get at it, so he goes charging about all over the place kicking and flailing at everything. We can forgive him these tantrums, for we know that if we could just get hold of him for a minute and remove the cocklebur, he'd be the first guy to grin and make up. There is no evil in Pete!

So, when I read Pete's tirade under the heading of "Balaban's Pipe Dream" in his issue of Jan. 8, I couldn't help but grin. Some place or other Pete has picked up a cocklebur.

The piece itself is too long to reprint, and its reprinting would serve no useful purpose, for any impartial judge could only come to the conclusion that Pete is out to "get" Barney Balaban.

Pete finds fault with a recent Paramount insert in the trade press that drew the attention to that company's development of VistaVision, and to that company's claim that "White Christmas," Paramount's current sock hit, was benefited by VistaVision. While Pete agrees that VistaVision results in a 2 to 1 wide screen picture "that is somewhat sharper and brighter" than normal, he literally flays Barney Balaban, "White Christmas," and everything on the horizon that bears a Paramount identi-

fication, ending up with a self-created imaginative bogeyman claim that it is in his opinion "the opening gun in a campaign to persuade the exhibitor to come through with higher rentals for pictures that have been photographed in VistaVision."

Interlaced with the hysteria seems to be Pete's feeling that anyone who tries a new development or tries to improve today's presentation to the public is in some way throwing ice water on CinemaScope, and cat calls at Spyros Skouras, who had the courage to develop and push it.

Now, as one contemporary, I think this department has praised friend Spyros to the skies, and has often attributed to his sagacity and to his courage the present strengthened position of the entire industry. I'm not taking back a word of it. But does that mean that with CinemaScope an accepted term that attracts boxoffice dollars, just as the term Technicolor did before it and still does, everyone else is to stop trying to develop new techniques and new terms that might also attract boxoffice dollars?

Barney Balaban happens to have VistaVision and to have backed it with a lot of Paramount cash in the belief that he could make it mean something at the boxoffice. It is his bill of goods and he is selling it.

Others have Superscope, Perspecta Sound, and just around the corner is Todd A-O. They are all good because they show we are trying as an industry to become bigger and better than ever before. Some will lay eggs and others will click, but that is the way of this business. It's when we stop pitching that we slide backward.

So Pete, old friend, stop dreaming up bogeymen. If VistaVision, or SwistaVision, or any other trade name can be made to mean something at the boxoffice, we'd be dopes not to applaud it and even to pay more in proportion. If it doesn't mean anything at the boxoffice nobody would be crazy enough to pay for it. But give a man a chance. Don't throw the book at him when only one picture has used the method, and, whether you like it or not, that picture happens to be a big hit!

So turn around, old war horse, and let me pluck out that cocklebur. You'll feel better.

**Jay Emanuel**



# 20<sup>TH</sup> BRINGS YOU INDIAN ADVENTURE

IN THE WONDER OF **CINEMA**



STARRING

**ROBERT WAGNER • JOHN LUND • DEBRA PAGET**

with Eduard Franz • Noah Beery • Emile Meyer • Virginia Leith • Hugh O'Br

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RE EVER FILMED!**

**SCOPE**

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**TECHNICOLOR**



**JEFFREY HUNTER**

John Stone

Produced by **ROBERT L. JACKS**

Directed by **ROBERT WEBB**

Screen Play by **DELMER DAVES** and **LEO TOWNSEND**

From a Story by John Prebble • A Panoramic Production • Released by 20th Century-Fox



**MARY!**

*"It's a pleasure to do business with 20th!"*



# CAN NEWS

(Trade Headlines Of The Issue)

## Corporate

National Theatres proposes a stock option plan for top executives (page 10).

## Deaths

Frederick W. DuVall, 62, MPAA treasurer, dies in New Jersey (page 7).

## Distribution

Columbia holds a two-day sales meeting in New York to discuss merchandising "The Long Gray Line" (page 15).

Jeff Livingston, U-I eastern advertising head, tells Oklahoma theatremen of new advertising approaches (page 15).

IFE opens six new distribution offices (page 25).

## Exhibition

The exhibitors committee battling toll-TV calls on exhibitors to meet expenses by contributing amount equal to COMPO dues last year (page 10).

Stanley Warner executives discuss merchandising plans for "Cinerama Holiday," second feature in the medium, with field representatives (page 24).

## Financial

Loew's, Inc., and subsidiaries report a sizable increase in earnings during 1954 (page 10).

## International

Windsor theatremen offer to assist other Canadian groups in fighting the establishment of Daylight Saving Time; Toronto Variety Club's charitable efforts grow; talk abounds concerning a Canadian TV network; and U-I reveals changes in its foreign departments (page 18).

## Legal

Walter Reade, Jr., wins a New Jersey suit concerning disposition of six drive-ins (page 6).

## Legislative

Eric Johnston, MPEA president, hails attempts to lower U.S. tariffs and other trade barriers (page 7).

Any industry tax saving on foreign earnings appears unlikely, according to the Treasury Department (page 7).

## Mel Konecuff

The amusement industry's 1955 Brotherhood Drive gets underway with a dinner honoring J. Robert Rubin, permanent chairman; the industry also participates in the campaign of the Federation of Jewish Charities through a Mark of Achievements Award luncheon; and other Manhattan meanderings are reported (pages 6 and 19).

## Organizations

Al Lichtman, member of the arbitration committee, announces some details of the proposed draft and comments on the forthcoming all-industry roundtable discussions (page 7).

TOA and Allied units in Oklahoma pledge joint action to combat any adverse legislation (page 19).

## Production

MGM reveals that it will probably up its 1955 release lineup to between 26 and 30 features (page 19).



Frederick W. DuVall, 62, treasurer, Motion Picture Association of America, died recently in Mountainside Hospital, Montclair, N. J., of a heart condition after an illness of several weeks.

# NEW YORK By Mel Konecuff

RECENTLY, the amusement industry's Brotherhood Drive for 1955 was launched via a dinner at the Waldorf-Astoria in honor of J. Robert Rubin, permanent chairman of the amusements division since 1936, which was attended by 1,000 representatives of the entertainment world.



KONECUFF

Pledges for support of the ninth annual inter-faith campaign sponsored by the amusements division of the National Conference were received from representatives of all phases of the business.

Barney Balaban, dinner chairman, introduced toastmaster Louis Nizer, who, in turn, presented the other speakers and guests. John H. Harris, 1955 amusement division chairman, and one of the founders of the Variety Clubs, reported on how the latter organization was practicing the aims of brotherhood in its daily operation, and he thanked all for the cooperation extended urging all to do their utmost in making the present campaign a success. William P. Tolley, chancellor of Syracuse University, paid tribute to alumnus Rubin after reviewing his life and career and discussed brotherhood and the field of education.

Dr. Everett R. Clinchy, president, National Conference, reported on the work and progress of the movement and that there was great enthusiasm on the part of theatre people and operators. He expected this year to be one of the best for results. Senator J. William Fulbright of Arkansas was one of the principal speakers discussing brotherhood and politics.

Rubin was doubly honored that night, first, with a gold watch given him by his friends and secondly with a gold plaque honoring his achievements in the field of human relations, presented by Balaban.

Aboard the dais in addition to the aforementioned were Charles Alicote, Jack Beresin, Robert Coyne, George Dem-

(Continued on page 19)

# BROADWAY GROSSES

(As of this Monday)

## Newcomers Brighten Scene

NEW YORK—The arrival of some strong new product kept the boxoffice windows of those houses busy, but holdover spots were generally a bit off.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Young At Heart" (Warners). Paramount expected the opening session to hit \$50,000.

"There's No Business Like Show Business" (20th-Fox). Roxy claimed \$20,019 for Friday, Saturday and Sunday, with the sixth week expected to reach \$33,000.

"The Bridges Of Toko-Ri" (Paramount). Radio City Music Hall, with stage show, reported \$103,000 for Thursday through Sunday, with the opening week anticipated at \$155,000.

"The Country Girl" (Paramount). Criterion claimed the sixth week would hit \$45,000.

"Prince Of Players" (20th-Fox). Rivoli was down to \$8,500 on the second week.

"Theodora, Slave Empress" (IFE). Globe dropped to \$9,000 on the second, and last, week.

"The Americano" (RKO). Mayfair expected the opening week to tally \$24,500.

"A Star Is Born" (Warners). Victoria garnered \$14,000 on the 15th week.

"20,000 Leagues Under The Sea" (Buena Vista-Disney). Astor claimed \$39,000 for the fifth week.

"Vera Cruz" (UA). Capitol expected the fifth week to reach \$27,000.

"3 Ring Circus" (Paramount). Loew's State was heading toward an \$18,000 fifth week.

## Reade Wins Drive-In Suit

NEWARK, N. J.—An action brought by Walter Reade, Jr., president, Walter Reade Theatres, against William Scully, former U-I vice-president in charge of distribution; James Thompson, operating head, Eastern Drive-In Theatres; and Monroe E. Stein, well-known motion picture anti-trust attorney, wherein Reade sought to compel them to convey six drive-ins in New Jersey to him, was settled last week after trial had proceeded for one day before Judge G. Dixon Speakman in the Superior Court of New Jersey.

Reade accepted an undisclosed sum of money described by all parties as "substantial" and discontinued the action. He had charged in the suit that the defendants had agreed to sell the theatres to him and then breached the contract for the sale. The settlement permits the defendants to convey the theatres to other purchasers. The theatres involved are Totowa Drive-In, Union Drive-In, Morris Plains Drive-In, Brunswick Drive-In, Shore Drive-In and Fly In Drive-In. Reade was represented by Leon L. Levy, Levy and Levy, Trenton, N. J., and Arnold Krakower, New York.

Simultaneous with the settlement of the suit, Reade announced plans to erect the first twin-screen drive-in in the east with a capacity of 1400 cars, on property in Wayne Township, Passaic County, N. J.



# Lichtman Outlines Arbitration Agreement

## Distribution and Exhibition To Share Cost Equally; All-Industry Conference To Follow Draft Approval

NEW YORK—Al Lichtman, 20th-Fox distribution head and a member of the arbitration committee, as well as guiding light behind the effort to assemble an all industry round table conference, last week announced that the first arbitration draft is nearing completion with approval of the committee to take place clearing the way for the all-industry conference to be set up thereafter.

Regarding arbitration, he reported that all principal points had been agreed upon and it is merely a matter of time with a few minor details to be ironed out. While Allied as an organization has not joined in the conference to set up an arbitration system, Lichtman sees no reason for Allied members not to use the setup which would be open to all exhibitors.

Discussed among members of the committee was the possibility of using the physical setup of the American Arbitration System, such as offices, clerical staff, etc., but hearings would be supervised by a committee comprised of one exhibitor representative, one distributor representative and one member chosen by both.

Exhibitors and distributors are expected to share the cost via an annual dues fee with the sum to be very small on an individual basis. The collections from exhibitors will be matched by a similar sum from distributors. The total figure mentioned was \$150,000 annually.

Present plans call for an appeals board to sit permanently in New York to be used where cases involved damages, with this unit made up of industry members. He doesn't doubt but that some exhibitors who think that they stand to gain large amounts in damages, will still appeal to the courts.

Regarding the industry-wide conference, he said all of the distributors and producers as well as actual heads of the companies have expressed a sincere desire to meet with exhibitors and discuss any and all problems excepting film rentals, which can not be discussed on a mass basis because of anti-trust regulations. He added that there was nothing to prevent individual discussions.

Lichtman scored Allied for refusing to go along on the arbitration conference. The all-industry conference has been delayed firstly by the arbitration conference and secondly by the inability to bring all the principals together at any one time, he said.

## Exhibs Map Service Survey

NEW YORK—A survey to gather information regarding releasing and print problems of commercial theatres near armed forces installations is to be conducted by exhibitor organizations, it was revealed last week by a source close to the joint exhibition-distribution committee negotiating with the Defense Department on the problem.

## Johnston Hails Attempt To Lower U. S. Tariffs

NEW YORK—Eric Johnston, president, Motion Picture Export Association, last week hailed a proposal made by the United States government to negotiate a trade and tariff agreement with Japan as being of the "greatest importance to this country and to the free world."

In a letter to Donn N. Bent, secretary, United States Tariff Commission, Johnston said that "Japan must have exports to survive." He stated that Japan's economy must have free access to the world's markets if it is to stand on its own, and called for a reduction in tariffs both in our country and abroad. Warning that "one-sided trade can lead only to economic disaster," Johnston stated that though Japan wants and needs to purchase many things from us, "it can't even continue its present level of purchases from us unless we, in turn, take its products in much more substantial amounts."

## Import Division Mapped

NEW YORK—An over-all formula for the division of import licenses abroad among member companies of the Motion Picture Export Association was submitted last week to the MPEA board of directors.

Contents of the formula to minimize the friction among member companies were not made public.

The committee rendering the report consisted of Abe Schneider, Columbia; Arthur Loew, Loew's; Arnold Picker, United Artists; and George Weltner, Paramount; and MPEA representatives G. Griffith Johnson and Ralph Hetzel.

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## MPAA's DuVall Dies; Treasurer Was 62

NEW YORK—Frederick W. DuVall, 62, treasurer, Motion Picture Association of America, died last week in Mountinside Hospital, Montclair, N. J., of a heart condition after an illness of several weeks.

A World War I veteran and long-time financial expert, DuVall had been with the Motion Picture Association for more than 25 years. He joined the MPAA in 1929 as an accountant, and in 1941 was elected assistant treasurer. He was elected treasurer in 1948. At the time of his death, DuVall also was treasurer, Motion Picture Export Association.

As treasurer of the MPAA, DuVall was highly regarded in financial circles as an expert and authority on foreign exchange and overseas compensation arrangements. He negotiated many important foreign exchange deals for the motion picture industry.

He is survived by his wife, a daughter, a brother, three sisters, and two grandchildren.

Eric Johnston, MPAA president, and Ralph Hetzel, vice-president, both issued statements lauding DuVall and stressing the importance of his services to the association.

## Tax Saving Unlikely

WASHINGTON—According to Treasury Department officials, the present intention of the department is to submit to Congress a proposal substantially the same as that of last year for the easing of income tax payments on foreign earnings. The 1954 proposal did not include film companies in the category of those who were to receive tax benefits.

The proposal of 1954 was passed by the House but rejected by the Senate. In his budget message to Congress this year, President Eisenhower declared, "We cannot afford to have any further loss of revenue this year through reduction in taxes." This would seem to rule out MPAA's hope of having the 30 per cent withholding tax on foreign films ended.

## SW Officers Elected

The board of Stanley Warner Corporation last week reelected officers Simon H. Fabian, president; Samuel Rosen, executive vice-president; David G. Baird, chairman, finance committee; Harry M. Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Frank J. Kiernan, controller; James M. Brennan, assistant treasurer; and Miles H. Alben, assistant secretary.

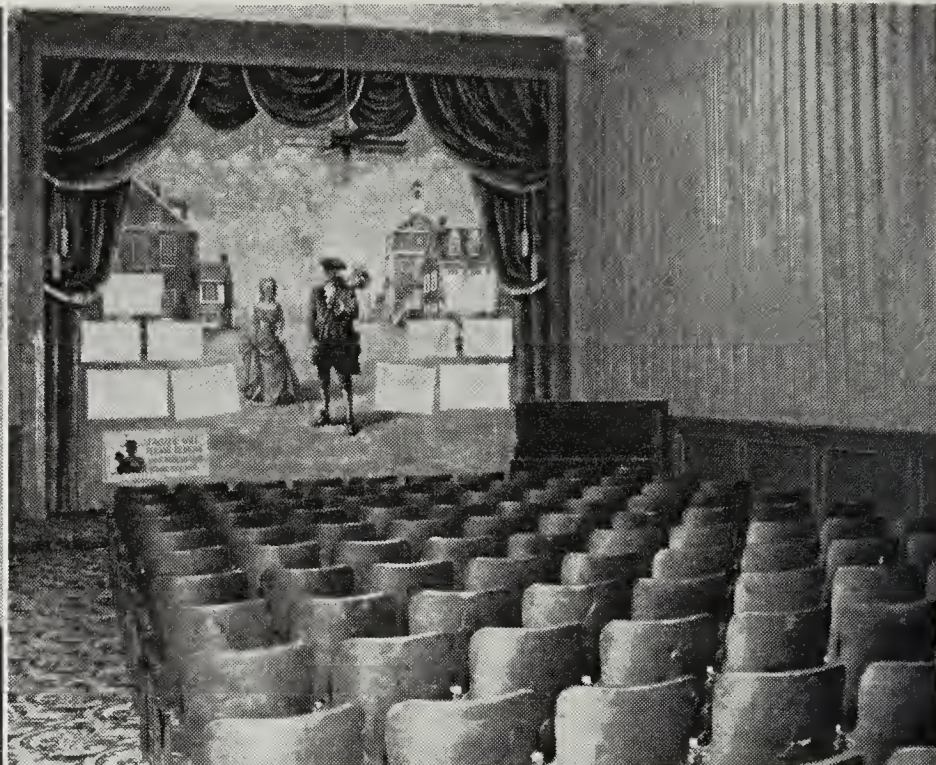
## Safety Film For Archives

WASHINGTON—President Eisenhower's budget message revealed a program for converting historically valuable motion picture film holdings of the national archives from an unstable nitrate base to a permanent safety acetate base.





Above are exterior and interior shots of the 130-seat Nickelodeon donated by William Goldman as a "shrine to the motion picture industry" to the



Franklin Institute, Philadelphia. Old silent films will be shown on regular schedules with profits going to the Institute.

## Return Of The Nickelodeon



Charles Laughton is presented with associate life membership in the Institute by S. Wyman Rolph.

**T**HANKS to donor William Goldman, head, William Goldman Theatres, a functioning replica of the earliest motion picture house, the Nickelodeon, was dedicated at Franklin Institute, Philadelphia, in the presence of many Hollywood and industry celebrities.

Present were Charles Laughton, Elsa Lanchester, John Ericson, Paul Gregory, Esther Williams, Rita Gam, Joan Bennett, George Murphy, Carmel Meyers, George Sidney, Reuben Mamoulan, and others.

Laughton was welcomed to life membership in the institute by S. Wyman Rolph, president, and given a gold medalion in recognition of his contribution to the field of public education through the medium of motion pictures.

Goldman was given a certificate of thanks for the donation of the Nickelodeon and a plaque. Both Laughton and Goldman had their hands and feet impressed in concrete before the Nickel-

odeon, accepted by the Institute as a shrine to the motion picture industry.

Silent film classics will be shown at the Nickelodeon with performances lasting a half-hour and admission 10 cents, with proceeds going to the Institute. The theatre will seat 130 persons. A turn-of-the-century mood is reproduced by a white wooden marquee, signs in gay nineties lettering, and a wall mural of a Philadelphia street scene of the period on which one end of the marquee abutts.

Donor Goldman is now also a producer, in association with Gregory and Laughton, and a distributor with William Snyder and William Zimmerman in the Williams Company. He has also contributed to civic, social, and community affairs and is sponsor of the Goldman Isotope Laboratory at Hahnemann Medical College and is the only layman ever voted to membership in the International College of Surgeons.



The imposing exterior of the Benjamin Franklin Institute, located on the Parkway, Philadelphia, which now houses the replica of the Nickelodeon, is an attractive and well known Philadelphia landmark. The Institute, founded in 1824, is one of America's most famous.



William Goldman, head, Goldman Theatres, receives from George Murphy, MGM, a token remembrance from the Institute.





Rita Gam poses with Laughton and Goldman who are about to have their footprints perpetuated in cement blocks, which will replace the wooden sidewalk in front of the Nickelodeon.



A portion of the crowd of some 500 persons, who attended a luncheon at the Institute prior to making their first visit to the Nickelodeon, are seen in front of the working replica of the old time movie.



Seen in the Mayor's office, prior to an antique auto cavalcade to the Institute were, left to right, Goldman, Miss Lanchester, Laughton, Miss Gam, and Paul Gregory, now associated with Goldman in a production firm.



Institute President Rolph unveils the plaque with which the Institute marked Goldman's Nickelodeon donation as both Goldman and Laughton look on. Goldman, a pioneer in exhibition, started in the industry with a Nickelodeon.



Miss Gam is escorted by two imitators of the famed Keystone Kops, who were present for "atmosphere." The unusual event captured the imagination of industryites everywhere and drew a host of top names to Philadelphia.



Institute president Rolph presents to Laughton a token appreciation of the event, as Elsa Lanchester and Goldman look on. The Keystone Kops are again seen in the background. The turn of the century motif dominates.



## Anti-Toll Television Committee Sets Financing Plans For Exhibs

NEW YORK—An enthusiastic response to what leading circuit heads labeled "long over-due action" was reported last week by co-chairmen Alfred Starr and Truman Rembusch, joint committee on toll-TV, which also announced the retaining of public relations counsel as the first move in the campaign to counter the propaganda of the toll-TV interests to get FCC approval of subscription television without a public hearing on the facts and issues involved.

Abram F. Myers, Allied general counsel, revealed that a tentative budget of \$150,000 had been set, with the group calling on exhibitors to remit to Phil Harling, committee treasurer, 1585 Broadway, New York, an amount equal to the sum which they contributed in the form of COMPO dues last year.

Committee spokesmen reported that industry leaders had voiced wholehearted approval of the program announced yesterday.

They also announced that the firm of Harold Wolff and associates, New York, has been retained as public relations counsel to the committee. The Wolff organization is well known as a public relations consultant in the industrial field with a strong background in economic and governmental matters, and represents a number of nationally prominent industrial organizations and associations.

The first phase of the campaign, the committee announced, will be to set up an information program to make available to exhibitors and to the press facts and figures related to the campaign of subscription TV groups to get sanction for their scrambled TV without a full scale hearing. Other steps in the program include the retaining of legal counsel to represent the group before the FCC, hiring of an engineering consultant to explore the complex technical implications involved, and the opening of a Washington office to handle relations in the capital.

Starr and Rembusch pointed out, "Now that we are on the way, the speed and scope of our activity will be proportional to the active support we get from all interested parties."

At present the FCC has three alternatives before it, to approve or deny immediately Zenith's petition for authorization of subscription TV; to announce that it will hold hearings on the subject and to ask for written comments before the hearings; to announce it can't make up its mind and ask for written comments.

Meanwhile, Commander E. F. McDonald, Jr., president, Zenith Radio Corporation, was charging Hal Fellows, president, National Association of Radio and Television Broadcasters, with attempting to align the association with motion picture theatres in an effort to scuttle or delay subscription TV. McDonald referred to a letter sent by Fellows to the FCC in which he commented on the Zenith petition. McDonald further claimed that Fellows had not consulted the members of his association before sending the letter, but did not mention this fact in his letter to the FCC.



Nicholas John Matsoukas was appointed national director of advertising, publicity and exploitation recently for the Rodgers and Hammerstein production, "Oklahoma," in Todd-AO, by George P. Skouras, president, Magna Theatre Corporation.

## NT Considers Plan For Stock Options

LOS ANGELES—Stockholders of National Theatres will be asked to approve a stock option plan for top executives at the company's annual meeting on Feb. 15, it was revealed last week. The plan, already approved by the board, covers a maximum of 230,000 shares of the company's stock and the option price will not be less than 95 per cent of the market value of the stock at the time an option is granted.

Elmer Rhoden, NT president, has no contract at present, but the board has authorized a contract with him for a term of approximately 3½ years at his present salary of \$65,000 annually and a five-year contract thereafter at \$27,000 annually for consultant services. If the stock option plan becomes effective, he will not receive any additional compensation based on income or profits.

A new contract must also be drawn for F. H. Ricketson, Jr., president and director, Fcx Inter-Mountain Theatres, Inc., whose contract expired on Dec. 31.

Directors nominated for reelection are Gregson Bautzer, John B. Bertero, Peter Colefax, B. F. Giles, George H. Heyman, Jr., Earle G. Hines, Willard W. Keith, Alan May, Richard W. Millar, Rhoden, Ricketson, and Graham L. Sterling, Jr.

## SW Exec To Wed

NEW YORK—Mr. and Mrs. Joseph Weiss, Paris, France, last week announced the engagement of their daughter, Helene, to Arthur M. Rcsen, son of Mr. and Mrs. Samuel Rosen. Miss Weiss was born in Paris and was educated both in France and the United States.

Rosen is a graduate of Franklin and Marshall College, class of 1950, where he matriculated after attending Blair Academy. Rosen served in the air force for approximately three years, then entered the Stanley Warner Cinerama Corporation as assistant to the vice-president in charge of production. Rosen's father is the executive vice-president, Stanley Warner Corporation.

## Loew's 1954 Earnings Show Decided Rise

NEW YORK—Consolidated net profit of Loew's Incorporated and all subsidiaries, including theatre subsidiaries, for the fiscal year ended Aug. 31, 1954, increased to \$6,577,311 from \$4,380,603 in the preceding year, according to the company's annual report issued last week. The 1954 net profit was equivalent to \$1.28 per share on the common stock, compared with 85 cents per share in the preceding year.

Profit before taxes for the 1954 fiscal year amounted to \$12,643,840, compared with \$6,435,504 in the previous year. Operating revenues were \$183,142,486, compared with \$177,558,874 in the prior year.

The interim financial statement sent to stockholders with the annual report shows that for 12 weeks ended Nov. 25, 1954, the net profits of Loew's and all subsidiaries, including theatre subsidiaries, amounted to \$1,521,349 after all taxes and charges, subject to year-end adjustment. This is equivalent to 30 cents per share, compared with \$1,133,893 or 22 cents per share in the corresponding period of the preceding year.

The Aug. 31, 1954, balance sheet showed an increase of \$13,354,123, in cash and government securities compared with a year earlier. Inventories were \$66,043,465, compared with \$79,728,467. The company's funded debt was reduced by \$2,710,000, and a current bank loan of \$4,500,000 was paid off.

The annual report notes that 13 pictures are completed or are in final stages of editing, and lists other important productions currently before studio cameras or in planning.

## Theatres Aid Polio Fight

NEW YORK—Theatres throughout the nation are again aiding the National Foundation for Infantile Paralysis in its March of Dimes drive.

Over 8,000 will play the MOD trailer, and many more will have benefit openings and lobby and audience collections. It is hoped that when the results of the Salk vaccine experiments are revealed this spring, they will show that the long fight against the disease has finally been won.

## Pictorial Wins Suit

NEW YORK—Pictorial Films won approximately \$100,000 in its suit against Chesapeake Industries in the New York Supreme Court last week.

Pictorial had charged that product it had obtained from Chesapeake had illegally gone to United Artists after UA had obtained the Eagle Lion Classics product. The suit was filed in December, 1954.

## Republic Films Go TV

NEW YORK—Twenty-six feature films have been acquired by WCBS-TV for exclusive first-run on television showings in the New York area starting Feb. 1. The films, all produced by Republic and distributed by its subsidiary, Hollywood TV Service, will be shown first on WCBS-TV's "The Early Show" and "The Late Show."





# LET'S GO TO WORK TOGETHER!

This is a good time of the year to stimulate your box-office. It's as simple as this: We can both make money by taking advantage of the current upbeat with a dynamic showmanship effort. With M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION you will have great M-G-M attractions to tie-in with your local ballyhoo to convince the public that "THERE'S MORE FUN AT THE MOVIES." Here's how to do it!



## How To Put On A Theatre Celebration In Your City!

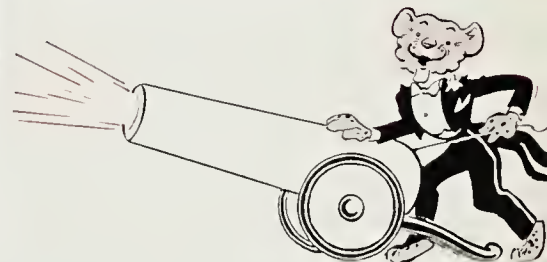
With banners flying, colorful lobby displays, arresting Special Trailer, editorials and "salutes"—with double-barrelled showmanship, M-G-M's 1955 Motion Picture Theatre Celebration will spark the movie-goers of your town. A Celebration can be staged individually or in cooperation with other theatres.

### Dicker Proclaims Movie Month

Mayor Samuel B. Dicker today proclaimed the first month of the new year "Go-to-the-Movie-Month" for the city of Rochester. In making the proclamation, Mayor Dicker praised the industry for its "progressive enterprise, optimism and spirit." He urged Rochesterians to support and encourage the motion picture people who try to "provide the best possible entertainment for the men, women and children of our city."

**YOU CAN DO IT, TOO!**

(Left) From Rochester Democrat and Chronicle



### START WITH PROCLAMATION

In many localities it starts with a "GO TO THE MOVIE MONTH" proclamation by the Governor or by a Mayor. At press time it's happened already in Rochester, N. Y. (see above) Wisconsin, Illinois and more every day. Local newspapers are persuaded to extend editorial sponsorship to the official "Go to the Movies" ballyhoo. With this practical beginning, theatres will find it easy to inaugurate their own local Celebration. (See Proclamation in Press Book).

### CITY-WIDE "SALUTE"

In some situations theatres are collaborating on a city-wide Celebration. A "Salute" to the theatres is organized by a committee and civic tributes are encouraged. Luncheons are arranged through Lions, Kiwanis, Rotary to pay tribute to the theatres for their service to the community. Don't say it can't be done in your city until you've given it a good try—just get it started and watch it snowball into a fine box-office promotion!

(continued)



"Let's  
beat  
the  
drum!"



## FREE ACCESSORIES!

1. **FREE KITS**  
Containing 1-sheet, over-the-wire streamer, stickers, buttons, "How To Sell" booklet, press book and other items.
2. **SPECIAL TRAILER**  
M-G-M Stars pay tribute to your theatre. Scenes from many pictures.
3. **COLORFUL 40 x 60 POSTER**  
Eye-catcher for your lobby.
4. **RADIO PLATTER**  
15 minutes running time. Comprising highlight commentary on the "Celebration."
5. **FREE 24-SHEETS**  
Center display is a "Celebration" announcement. Nine titles are spread around it in simulated marquee effects.
6. **PRESS BOOK**  
Ads, publicity and exploitation suggestions.
7. **"HOW TO SELL" BOOKLET**  
Handy pocket-size compendium of promotions for "Celebration."
8. **GIANT 40 x 80 LOBBY STANDEE**  
For first run theatres in larger cities.

## IT'S EASY TO GET A "SPONSOR"

You will find it easy to get your Chamber of Commerce, Rotary, Kiwanis, Lions or other civic organization to propose the "Salute" and assume leadership and sponsorship for this tribute to the local movie theatre.

## NEWSPAPER, TV, RADIO COVERAGE

Having arranged for your "sponsor," provide news story for the press, TV, radio, etc. (Sample story in Press Book).

## GET THE PRESS BOOK

Ask your M-G-M Branch for the Celebration Press Book and the handy pocket-size "How To Sell" Booklet. Read them carefully. Everything is covered in detail in them.

## LUNCHEONS TO HONOR THEATRES

The regular luncheons of your civic clubs can be turned into "Salute" affairs honoring exhibitors. (Speech data in Press Book).

## SEE "WARD MARSH STORY"

In the press book is a story of the history of the movies in Cleveland. This is a good example of how a local history of the movies, starting with the very first film theatre, can be made an interesting newspaper feature in your town. Nearly every place has a comparable local story to tell.

## MAKE UP SPECIAL MATERIALS

While M-G-M is providing complete FREE accessories, many exhibitors will want some special locally produced items—special "Salute" trailer, window and pole cards, etc. (See Press Book for copy suggestions).

## OPENING NIGHT CEREMONIES

Plan a gala occasion with lights, local band, special guests.

## NEWSPAPER COOPERATION

Seek editorial comment based on community angle. Contact advertising manager to sponsor cooperative page with stores under a Celebration headline. This would include display of current and coming attractions.

## SCHOOL TIE-UPS

Because of community importance, ask assist from high school publications; arrange forums on radio or TV for general movie discussion, levelling on Celebration attractions. Request cooperation of teachers, use of bulletin boards; tie-in with important local sports events where a banner or score-card or leaflets may be used.

## LOBBY IDEAS

Make up lobby panel with star heads with caption: "Send Your Greetings To The Stars. Sign Here and Share in M-G-M's 1955 Motion Picture Theatre Celebration." List your pictures on extra side panel and indicate that signatures will be sent to studio.

## DRESS UP FRONT

Give theatre festive air by "flying" strings of pennants up from marquee. Give your theatre a gay, inviting appearance for your Celebration.

## MERCHANDISING OPPORTUNITIES

January White Sales, February Furniture Sales, Washington's Birthday, Lincoln's Birthday, St. Patrick's Day, Easter—all of these occur during the period of M-G-M's Celebration. Tie-in with them for store events, windows, co-op ads.





Never in M-G-M history so many spectacular pre-selling projects. M-G-M's Celebration pictures nationally promoted in magazines, newspapers, radio, TV.

**WATCH FOR** the sensational ballyhoos below. These promotions will visit as many places as possible. Their impact will benefit every box-office in the nation.

1. "Jupiter's Darling"—Big Washington's Birthday Attraction will have elephant ballyhoo. Terrific ad campaign. Full color page in Sunday Supplements (99 million readership); Pictorial Review, American Weekly, This Week, Parade, plus M-G-M's column in national magazines, fan magazine ads. Esther Williams in Person on Ed Sullivan's "Toast of the Town" and Ed Murrow's "Person To Person."
2. The giant "Glass Slipper" and the Cinderella contests.
3. Robert Taylor's Traveling Gun Collection for "Many Rivers To Cross." Taylor in Person on Ed Sullivan's "Toast of the Town."
4. The touring M-G-M make-up expert to promote "Interrupted Melody."
5. The gigantic wheel of fortune and girls from "The Prodigal."

## HOLIDAY SHOWS

Sell merchants on special kid shows in conjunction with one of the holidays or a special Saturday morning or matinee. Stores pay for the tickets; souvenirs can be promoted.

## RADIO AND TV SALUTE

With your community angle you can approach disc jockeys for plugs to promote the Celebration and your pictures. If it's a musical, and there are great musicals in M-G-M's Celebration releases, recordings are available. Other suggestions in Press Book.

## RECORD DEALERS

Plentiful opportunity with M-G-M's Celebration musicals to tie-in with record stores, windows, etc., stressing, of course, playdate information.

## OTHER IDEAS IN PRESS BOOK

We have just skimmed the surface. The Press Book and the "How To Sell" booklet contain many other suggestions, plus ads and publicity for launching your "Salute" campaign and keeping it alive.



**"JUPITER'S DARLING"**  
a fabulous new musical  
Esther Williams, Howard Keel, Margie  
and Gower Champion, George Sanders  
and the famed painted elephants... in  
CINEMASCOPE AND COLOR

Directed by  
George Sidney  
Produced by  
George C. Scott  
Screenplay by  
Dorothy Ferebee



**"HIT THE DECK"**  
Broadway's big musical on the screen  
Jane Powell, Tony Martin, Debbie  
Reynolds, Walter Pidgeon, Ava Gardner,  
Gene Raymond, Ann Miller, Russ Tamblyn in  
CINEMASCOPE AND COLOR

Directed by  
Leo G. Carroll  
Produced by  
Leo G. Carroll  
Screenplay by  
Stanley Leber  
and William Link

M-G-M's 1955 MOTION PICTURE  
THEATRE CELEBRATION  
"There's more fun at the movies!"



**"INTERRUPTED MELODY"**  
a love drama inspired by the life  
of a famed singer  
Glenn Ford, Eleanor Parker  
CINEMASCOPE AND COLOR

Directed by  
Curtis Bernhardt  
Produced by  
Curtis Bernhardt  
Screenplay by  
William Loring and Nancy Lurie



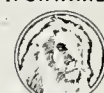
**"THE GLASS SLIPPER"**  
Leslie Caron, the enchanting  
charmer of "Lili" and "Michael"  
Wolfe in a dancing musical  
romance... in radiant color!

Directed by  
Charles Walters  
Produced by  
Edward H. Knodel  
Screenplay by  
Helen Deutsch

Because for so many years motion picture theatres have provided the most easily  
agreed-upon answer to, "What'll we do tonight?"  
Because for so many years they have helped millions laugh when they needed to,  
or cry tears of compassion when they wanted to.  
Because they have unselfishly made themselves centers of community activity for  
civic, social and patriotic causes.  
Because of these many contributions to a richer life, M-G-M salutes these theatres  
with a gala offering of some new and important motion pictures.

NOW, MORE THAN EVER, YOU'LL FIND—THERE'S MORE FUN AT THE MOVIES!

**FORWARD**



IN '55!

The Saturday Evening  
**POST**

Advertising M-G-M's Gala Celebration to the millions, the full-page, full-color ad above will appear in The Saturday Evening Post, Feb. 19th with 20 million readership. Just part of M-G-M's constant "Celebration" advertising including M-G-M's Column in national magazines (readership 93 million!). See box (top left) for more.

**"Let's Celebrate Together!"**



(continued)





# A WEALTH OF PRODUCT FOR EVERY THEATRE!

Ask your M-G-M Branch! Start Your Celebration!

## M-G-M's CELEBRATION RELEASES!

### "BAD DAY AT BLACK ROCK" (January)

(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

### "GREEN FIRE" (January)

(CinemaScope—Color) • starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

### "MANY RIVERS TO CROSS" (February)

(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

### "JUPITER'S DARLING" (February)

(CinemaScope—Color) • starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders with Richard Haydn • William Demarest

**"THE PRODIGAL"** (Date to be Announced) • (CinemaScope—Color) • starring Lana Turner • Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand • Walter Hampden • Taina Elg • Francis L. Sullivan • Joseph Wiseman • Sandra Descher

### "HIT THE DECK" (March)

(CinemaScope—Color) • starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

### "INTERRUPTED MELODY" (March)

(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

### "THE GLASS SLIPPER" (April)

(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

### "BEDEVILLED" (April)

(CinemaScope—Color) • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

## AND THESE CURRENT PRODUCTIONS!

### "BETRAYED" (Color)

starring Clark Gable • Lana Turner • Victor Mature • co-starring Louis Calhern

### "ROGUE COP"

starring Robert Taylor • Janet Leigh • George Raft • co-starring Steve Forrest • Anne Francis

### "BRIGADOON" (CinemaScope—Color)

starring Gene Kelly • Van Johnson • Cyd Charisse • with Elaine Stewart • Barry Jones • Albert Sharpe

### "THE LAST TIME I SAW PARIS" (Technicolor)

starring Elizabeth Taylor • Van Johnson • Walter Pidgeon • Donna Reed • with Eva Gabor • Kurt Kasznar

### "BEAU BRUMMELL" (Color)

starring Stewart Granger • Elizabeth Taylor • Peter Ustinov with Robert Morley

### "ATHENA" (Color)

starring Jane Powell • Edmund Purdom • Debbie Reynolds • Vic Damone • Louis Calhern • with Linda Christian • Evelyn Varden • Ray Collins

### "CREST OF THE WAVE"

starring Gene Kelly • with John Justin • Bernard Lee • Jeff Richards

### "DEEP IN MY HEART" (Color)

starring Jose Ferrer • Merle Oberon • Helen Traubel • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney • Gene & Fred Kelly • Jane Powell • Vic Damone • Ann Miller • Cyd Charisse • Howard Keel • Tony Martin • with Doe Avedon • Tamara Toumanova • Paul Stewart • Isobel Elsom • William Olvis • James Mitchell

## AND THESE BIG FUTURE M-G-M ATTRACTIONS!

### "MOONFLEET" (CinemaScope—Color)

starring Stewart Granger • George Sanders • Joan Greenwood • Viveca Lindfors • with Jon Whiteley • Melville Cooper

### "IT'S ALWAYS FAIR WEATHER" (CinemaScope—Color)

starring Gene Kelly • Dan Dailey • Cyd Charisse • Dolores Gray • Michael Kidd

**"BLACKBOARD JUNGLE"** starring Glenn Ford • Anne Francis • Louis Calhern • Margaret Hayes

### "THE KING'S THIEF" (CinemaScope—Color)

starring Ann Blyth • Edmund Purdom • David Niven • George Sanders • with Roger Moore

### "THE SCARLET COAT" (CinemaScope—Color)

starring Cornel Wilde • Michael Wilding • George Sanders • Anne Francis • with Robert Douglas • John McIntire • and Bobby Driscoll

### "THE MARAUDERS" (Color)

starring Dan Duryea • Jeff Richards • Keenan Wynn • Jarma Lewis

### "LOVE ME OR LEAVE ME" (CinemaScope—Color)

starring Doris Day • James Cagney • Cameron Mitchell • with Robert Keith • Tom Tully • Harry Bellaver



"WE'RE CELEBRATING  
IT WITH PICTURES!"





Industry leaders recently launched the Brotherhood Drive with the ninth annual Brotherhood dinner at the Waldorf-Astoria Hotel, New York City. Seen, in the usual, left to right, top to bottom, order are Barney Balaban, left, chairman of the dinner, presenting J. Robert Rubin with a gold plaque awarded by the National Conference in recognition of his achievements in the field of human relations. Rubin was guest of honor at the dinner, attended by 1,000 leaders from every branch of the entertainment world. George Dembow, vice-president, National Screen Service; Jack Beresin, Berlo Vending Company head; William C. Gehring, general sales manager, 20th-Fox; Spyros S. Skouras, president, Skouras Theatres; Harry Kal-

mine, vice-president and general manager, Stanley Warner; Chancellor William P. Tolley, Syracuse University, featured speaker; Pete Dana, eastern sales manager, U-I; and William J. Heineman, distribution chairman of the drive, chatting with John H. Harris, center, national chairman of the amusement industry's inter-faith campaign; and George C. Hoover, general manager, Paramount Enterprises; Joseph R. Vogel, vice-president, Loew's, Inc.; Richard Walsh, president, IATSE and MPO; Charles J. Feldman, general sales manager, U-I; and Dembow; Rubin chatting with Sol A. Schwartz, left, president, RKO Theatres; and George P. Skouras, president U-I Theatres. Other prominent industryites also helped launch the drive.

## New Film Ad Policies Bared By Livingston

OKLAHOMA CITY—When the television set gets turned off it doesn't mean that the viewers automatically get up and go to the movies, but rather the people have to be resold on the movie-going habit, Jeff Livingston, eastern advertising manager, U-I, told the partners and managers of Video, Independent Theatres, Inc., at their annual meeting at the Skirvin Hotel here last week.

Livingston pointed out that although there were 32,000,000 television sets in the United States as of December, 1954, as against 26,500,000 sets in December, 1953, business in the motion picture industry was generally better in 1954. He pointed out that while it was true that the national economy had improved, during 1954 the motion picture industry need not have derived its full share of the increase or even the proportion that it did if it had not been able to win a lot of people away from their television and into the theatre through aggressive selling.

Stressing that U-I's advertising approach to the problem of getting people into the theatres is a constantly changing one, Livingston pointed out that the increase in national magazine circulation during the past year indicated that many people were turning to magazines when they ceased watching their television sets. With this in mind and having met with initial success in this field of advertising, U-I had become the second largest user of national magazine advertising space.

## UA, Figaro Sign Deal

NEW YORK—Joseph L. Mankiewicz, president, Figaro, Inc., and Arthur B. Krim, president, United Artists, last week concluded negotiations for four Figaro motion picture productions. The deal was consummated by Krim and Robert S. Benjamin, chairman of the board, United Artists, on their recent trip to California, where they met with Mankiewicz and Bert Allenberg, William Morris agency.

Of the four films to be produced by Figaro for UA, two will be personally written and directed by Mankiewicz. The first picture, to go into active preparation immediately after Mankiewicz completes filming "Guys And Dolls," will be "The Story Of Goya."

## Davis Forms Ardee Films

NEW YORK—Richard Davis, owner, Fine Arts, last fortnight announced the formation of Ardee Films, Inc., a company to distribute foreign films in the U. S. and produce English language films abroad.

Livingston also stressed the increasing importance of radio as a selling medium for motion pictures and urged his listeners not to overlook the importance of the automobile radio when planning their advertising campaigns. He pointed to the importance of the disc jockey in the radio selling field for motion pictures and the large percentage of teenagers which comprised the radio listening audience. U-I, he pointed out, spent 20 times as much money in cooperative advertising in this medium in 1954 than it did in 1950.

## Columbia Sales Meet Discusses "Gray Line"

NEW YORK—A two-day meeting between Columbia home office executives and the company's division managers, with general sales manager A. Montague chairing, was held last week at the Savoy Plaza Hotel. Purpose of the meeting was to finalize sales, promotion, and distribution plans for "The Long Gray Line," forthcoming CinemaScope feature.

The initial session was devoted to a presentation by vice-president Paul N. Lazarus, Jr., of the extensive advertising and publicity campaign.

Attending the sessions, in addition to Montague and Lazarus, were Rube Jackter, assistant general sales manager; sales executives Louis Astor, George Josephs, and Vincent Borelli; short subject sales manager Maurice Grad; Howard LeSieur, director of advertising, publicity, and exploitation; Joseph Freiberg, manager, sales accounting department; Seth Raisler, manager, contract department; Milton Goodman, assistant to Astor; Daniel Rothenberg, assistant to Borelli; and Nat Goldblatt, assistant to Freiberg.

The delegation from the field included division managers Nat Cohn, New York; Sam Galanty, midwest; Carl Shalit, central; Ben Marcus, midwest; I. H. Rogovin, New England; Jack Underwood, southwest; R. J. Ingram, southeast; L. E. Tillman, northwest; Wayne Ball, southern California and Rocky Mountains; Ben Lourie, Chicago branch manager; and Harvey Harnick, Canadian sales manager.



SET YOUR SIGHTS HIGH  
FOR WARNERS' 'BATTLE CRY'!

THE BEST-SELLER THE NA  
BECOMES AN ATTRACTION TO ST



# Battle



## FIRST ENGAGEMENTS II

Paramount, NEW YORK ★ Paramount Downtown, LOS ANGELES ★ Egyptian, HOLLYWOOD ★ State Lake, CHICAGO ★ Randolph, PHILADELPHIA  
Warner, MEMPHIS ★ Allen, CLEVELAND ★ Majestic, SAN ANTONIO ★ Plaza, EL PASO ★ St. Johns, JACKSONVILLE ★ Center, DENVER  
Majestic, DALLAS ★ Radio City, MINNEAPOLIS ★ Paramount, ST. PAUL ★ Paramount, KANSAS CITY ★ St. Louis, ST. LOUIS ★ Madison, DE



**HODGE** and the night he learned  
the sordid truth about **RAE**



**ANDY** and his reckless love that  
brought the trouble to **PATRICIA**



**'SKI'** and his wild  
heartbreak caused

**CINEMASCOPE**  
WARNERCOLOR · STEREOPHONIC SOUND

STARRING  
VAN ALDO MONA NANCY  
HEFLIN · RAY · FREEMAN · OLSON



ON COULDN'T PUT DOWN  
D WITH THE GREATEST!



The  
scorchingly  
personal  
story  
of  
loves  
and  
longings  
when  
the  
battle  
is far  
away...

EARLY FEBRUARY!

Paramount, SAN FRANCISCO ★ Stanley, BALTIMORE ★ Met. & Ambassador, WASHINGTON, D. C. ★ Fox California, SAN DIEGO  
Empire, MIAMI ★ Beach, MIAMI BEACH ★ Gable, CORAL GABLES ★ Center, BUFFALO ★ Metropolitan, BOSTON  
Albee, CINCINNATI ★ Indiana, INDIANAPOLIS ★ New Fox, PORTLAND, ORE. ★ Paramount, SEATTLE ★ Strand, Albany



**DANNY** whose devotion to Kathy almost melted in the arms of **ELAINE**

JAMES RAYMOND TAB DOROTHY ANNE  
HITMORE · MASSEY · HUNTER · MALONE · FRANCIS

SCREEN PLAY BY  
**LEON M. URIS**  
DIRECTED BY  
**RAOUL WALSH**  
ORIGINAL MUSIC BY MAX STEINER





# The International Scene . . . . .

## Canada

### Help Offered In Fight Against Daylight Time

TORONTO—The Windsor Theatre Managers Association is offering any group of exhibitors in the country its file on its successful fight to defeat daylight saving time in Windsor. The managers, headed by Eddie Lamoureux, manager, Palace, put on a vigorous campaign which resulted in the citizens of the city defeating DST, 23,163 against to 12,722 for.

The managers' success didn't come without considerable work, however. It came through organization and help from the hotels, restaurants, and milk distributors associations, in which radio, TV, and newspapers were employed.

A complete file of ads, etc., was made up by the association for use by any other similar group willing to take the battle to the people. For years, the Manitoba Motion Picture Exhibitors Association has unsuccessfully fought the issue.

The ads stressed the mothers' and teachers' interest in having standard time, that it would avoid confusion for visitors, and it helped children have a healthier and saner sleep.

Also employed were a placard and a throwaway carrying a cartoon of a crying baby, an upset mother and a clock showing it was nine p.m. The Windsor theatre managers, whose group is connected with the Essex, Kent, and Lambton Theatres Association, an affiliate of the Motion Picture Theatres Association of Ontario, are proud of their part in the successful campaign. Lamoureux is also president of the Counties' Association.

### Canadian Comment

New product avenues are expected to be reached by the installation of 16mm. equipment in the Kent, Toronto, by Curly Posen. As a result, Posen feels that he will be able to obtain product not otherwise available on 35mm., as well as attract an additional type of clientele. He has installed two 16mm. Hortsons, made in France. Installation was made by General Theatre Supply, which has the Toronto agency. Two other theatres in the city have the machines, the Pylon and Eaton's Auditorium. They use the projector for specialized product. Posen points out that none of his customers have noticed the difference in the definition of the pictures.

The main charity of the entertainment industry in Toronto, Variety Village, the school for teaching crippled children an occupation, is the source of pride especially when the school's success has been noted. In the annual report of the Ontario Society for Crippled Children, to date, 77 students have left the Village to enter employment. In 1954, the fifth year the school has been in operation, the combined earning power of the graduates will be in excess of \$140,000. The Village opened its 1954-55 season last September with a full complement of 24 residential students and one day student.



These lines at the Metropolitan, Mexico City, Mexico, on opening day attest to the fact that Columbia's "The Caine Mutiny" is continuing its outstanding pace in other countries.

In three years, there will be a Canadian coast-to-coast TV network, according to Davidson Dunton, Canadian Broadcasting Corporation chairman. He pointed out that in two-and-a-half years, Canada has acquired 24 TV stations, 17 of which were in the hands of private broadcasters and seven operated by the CBC. These, he claimed, reached 1,200,000 families. . . . In the past six years, 34 different Crawley Film productions have shared 55 awards, of which 16 were presented in 1954. A total of 25 of the awards came from Canada, 18 from the United States, and 12 from abroad.

An old-time theatre, Canada's first successful film house, the Electric, Vancouver, now on the local skid road, has become a parking-lot. The house was opened in 1902 by the late Johnny Schuberg at a five-cent tariff. The last of the old-timers, Hector Quagliotti, still operates the 873-seat Colonial, Vancouver. He is now over 80 and still keeps in touch with his downtown house.

**CINE CHATTER:** The 90th birthday of S. D. Herman, "the grand old man" from Lunenburg, Nova Scotia, was celebrated recently. He has the distinction of being the oldest theatre manager in Canada. . . . The new film exchange building in Vancouver, being built at a cost of \$278,000, is expected to be ready by May, 1955. . . . Heading the Vancouver branch of the Canadian Motion Picture Pioneers is Arthur Graburn, with Hank Leslie and Steve Rolston also officers. New members include Cecil Hughes and Bob Holm. . . . Foto-Nite will pay \$10 for each promotion and stage presentation idea submitted by a Foto-Nite theatre and published in their monthly bulletin. . . . Soon to go down the aisle is that popular manageress, Orpheum, Sault Ste. Marie, Olga Shara-bura. Her fiancé is Oscar Frenette, program director, WSOO, Sault, Michigan. This column passes along its congratulations. . . . Appointment of Bill Forman as sales manager, Alliance Films, Ltd., was announced by James L. Smith, president. A veteran of 25 years in the film industry, he started as an usher at the Astor, Toronto. He was in charge of booking for Ontario at Odeon Theatres before joining

Alliance. . . . No plans have been announced for the Avenue, Toronto, which was closed by Famous Players. Other houses recently closed were the Capitol, Simcoe, and Capitol, Tillsonburg. . . . Fred Fink has taken over the complete operation of the Astor, Toronto. . . . Projectionists in Calgary are seeking a wage increase of 67 cents in a dispute with the Capitol and Palace. The matter has now gone into arbitration, with the dispute going on since last June. . . . A new theatre is planned by the Sponsor Club at Cut Knife, Sask., for this year. . . . The 10th anniversary of the association between Odeon Theatres of Canada, Ltd., and Garson Theatres, Ltd., was recently celebrated at which time it was announced the circuit had taken over the Armview, Halifax, N.S. . . . First president of the Women of the Motion Picture Industry is Anne Kaplan, Paramount, Toronto. Other officers include Gladys Rawnsley, United Artists; Marjorie Wilson, JARO; Marion Hertell, CMPDA; and Lillian Pooley. . . . Vaudeville is back at the Seville, Montreal, with the opening bill featuring record star Norman Brooks, a Montreal boy. Operator of the house is United Amusements, with contracts signed by Bill Lester and Roy Cooper. . . . It is revealed that over a million persons attended the Imperial, Toronto. Russ McKibbin is manager.

HARRY ALLEN, JR.

## England

Variety Club of Great Britain, Tent 36, as part of its "heart fund" activities on behalf of under-privileged children, is sponsoring the European royal premiere of 20th-Fox's "There's No Business Like Show Business" at Odeon, Marble Arch, on Feb. 3 to aid the National Society for the Prevention of Cruelty to Children. On March 3 the Tent will co-sponsor the showing of Warners' "A Star Is Born" at the Warner, Leicester Square, with the Actors' Orphanage.

## Formosa

Wolfe Cohen, president, Warner International, announced the promotion of Robert Chen, salesman in Santiago, Chile, to manager of the company's Formosa branch at Taipeh, replacing William Blamey, resigned. Chen will operate under the direct supervision of Richard Ma, who, in addition to his duties as Warner manager in Hong Kong, will direct activities in both Formosa and Indo-China.

### Foreign Changes Revealed

NEW YORK—Harry Novak, for the past 10 years continental supervisor, U-I, has resigned his post, disclosed Americo Aboaf, U-I foreign general manager, upon his return from Europe.

Aboaf also announced that John B. Spires, heretofore executive assistant to Novak, has been appointed continental supervisor.

In addition, Marion Jordan, until recently southern European supervisor, has been named continental sales manager, and John Marshall, district supervisor for middle Europe, has now been promoted to supervisor for the Scandinavian countries as well as middle Europe.



## MGM Ups Picture Lineup For 1955

HOLLYWOOD—MGM will probably release 26 to 30 pictures in 1955, it was learned last fortnight following a round of conferences between production and home office executives at the studio.

The increase in product over last year's 24 releases was said to be due to a general attitude of optimism at the studio. The production budget will be increased to take care of the expanded schedule.

MGM also announced a number of outside pictures scheduled for release by the company this year. They are "Sven-gali," made in England, with Hildegard Neff; "Heartbreak Ridge," produced in France and Korea; David O. Selznick's "War And Peace," based on the Leo Tolstoy novel; and a Desilu production with Lucille Ball and Desi Arnaz.

MGM was reported to favor making more deals with outside producers for pictures to be partially financed by the company.

Studio officials taking part in the conferences were Dore Schary, Ed Mannix, Ben Thau, and Kenneth MacKenna, while from the home office in New York came Nicholas M. Schenck, Charles C. Moskowitz, Arthur M. Loew, and Howard Dietz. Abe Olman and Maurice Scopp represented the Robbins, Feist, Miller firms which are the music affiliates of MGM.

### Schine Defense Contests Evidence

BUFFALO—Defense attorneys in the Schine Chain Theatres trial last week strongly protested the reading of five letters concerning alleged attempts to buy Schine's Rialto, Lockport, N. Y., after Judge Knight's 1949 theatre divestiture order.

The letters were offered by government attorney Joseph E. McDowell to disclose an example of excessive prices which the government charges the Schine corporation asked in certain cases to discourage theatre purchases.

The defense contention that the writers of the letters should be called to testify about them was overruled by Judge Knight, who asserted that signed letters might be inserted in evidence.

### Columbia, AA, Ferrer Deal Set

NEW YORK—An unusual three-company deal, under the terms of which Jose Ferrer will co-produce, direct, and star in a film based on Barnaby Conrad's novel, "The Matador," was announced jointly last week by Columbia, Allied Artists, and Film Locations Limited, the three firms which will finance the production.

The film will be distributed by Columbia and Allied Artists, with the latter handling the western hemisphere and Columbia the distribution in the eastern hemisphere. Columbia will also distribute the picture in those South American countries in which Allied has no offices.

### Tudor Sales Heads Meet

NEW YORK—Moe Kerman, president, Tudor Pictures, Inc., last week conducted a two-day sales meeting of U. S. and Canadian franchise holders at the Warwick Hotel. Advance plans were discussed for eight completed films, the first in release "Innocents In Paris," a Romulus Production.



A program for the merchandising and promotion of 10 feature releases from 20th Century-Fox during the first quarter of 1955 was developed at a division managers meeting in New York recently. Attending were, left to right, Glenn Norris, eastern sales manager; Al Lichtman, director of distribution; Charles Einfeld, vice-president; Arthur Silverstone, assistant general sales manager; and Alex Harrison, western sales manager. Seated in the second row are Rodney Bush, left, exploitation manager; and Abe Goodman, advertising manager.

### Konec off

(Continued from page 6)

bow, Ned Depinet, Charles Feldman, Leopold Friedman, Emanuel Frisch, William C. Gehring, Morey Goldstein, Max Gordon, William Heineman, James Jerould, Austin C. Keough, Jules Levey, Mrs. Charles Lewis, Jenry Linet, R. S. Littleford, Don Mersereau, Robert Mochrie, E. K. O'Shea, Eugene Picker, Jerome Pickman, Martin Quigley, Charles M. Reagan, Sam Rinzler, Burton Robbins, Adolph Schimel, Abe Schneider, Al Schwalberg, Arthur Schwartz, Fred Schwartz, Sol Schwartz, Si Seadler, Gerald Shea, George P. Skouras, Spyros S. Skouras, Joseph R. Vogel, Richard F. Walsh, Robert M. Weitman, Francis Winikus, and George Hoover.

**HONOR DEPARTMENT:** Some 600 industryites gathered at the Hotel Astor last week at the Mark of Achievements Award luncheon marking the amusement industry's participation in the 1954-55 campaign of the Federation of Jewish Philanthropies, the proceeds of which support and serve 600,000 men, women, and children of all races and creeds in hospitals, with medical care, child care, family service, care for the aged, community centers, etc.

Adolph Schimel, amusements division chairman, thanked his audience for the fine turn-out and turned the session over to Harry Brandt, luncheon chairman, who in turn introduced Federation vice-president Joseph Willen, who outlined the work of the organization as well as its needs, and Oscar Hammerstein, II, awards chairman. The latter presented awards to Grace Kelly (represented by Janet Leigh), motion pictures; Jackie Gleason, television; Elmer Davis, radio; Mary Martin, legitimate theatre; Mitchell Miller, recordings; Arthur Schwartz, Music; and a special award to Patty McCormack, child star in "The Bad Seed." The program was opened by Bill Hayes with the national anthem, while Rabbi B. Birstein gave the invocation.

**THE METROPOLITAN SCENE:** Coincidental with the opening of the film at the Radio City Music Hall, Paramount and Bantam Books announced a comprehensive tieup on "The Bridges At Toko-Ri," with a paper-backed edition published of the Michener best-seller. Special display cards, blow-ups, window streamers, one-sheets, etc., will be used in

## TOA And Allied Units Pledge Joint Action

OKLAHOMA CITY—Theatre Owners of Oklahoma and Allied Theatres of Oklahoma have agreed to take united action against any state legislation that would threaten admission taxes, and to work together for mutual benefits. Both groups have named executive committees to work on projects of mutual interest.

A joint session of Oklahoma's House and Senate was recently attended by C. B. Akers, TOO director, as legislative chairman for both groups. Following the joint meeting where the agreement was reached, each unit returned to its respective meeting place and held regular sessions.

Members named to the new executive committee are: from TOO; Ed Thorne, president, TOO, Ray Hughes and C. B. Akers, from Allied; Earl Snyder, Jr., Glen Thompson, Sr. and J. S. Worley.

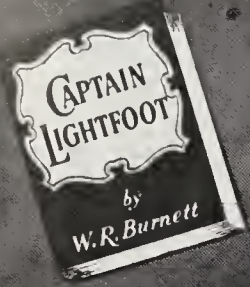
The TOO board members also named Thorne to become the new TOA representative and Ralph Drewry to succeed Morris Loewenstein as COMPO representative. When Loewenstein stepped down after 28 years as TOO president, last month, he also resigned the TOA and COMPO posts. The association also voted to revise the by-laws, especially the dues setup.

The Allied meeting named Thompson to be delegate to the National Allied board meeting and drive-in convention in St. Louis, Feb. 8-10. Oklahoma Allied's convention will be held here Feb. 28-March 1, in the Skirvin Hotel.

appropriate spots. . . . From Boston comes word that Tony Curtis and George Nader were mobbed by thousands of fans in the lobby of the RKO Memorial Theatre which was premiering their "Six Bridges To Cross." This is not surprising, because at a sneak preview of the film here at the RKO 86th Street, Curtis was almost mobbed by fans as he fled from the orchestra of the theatre to a waiting car with an escort of police. The glass doors of the house were almost taken off. . . . Advance sales for "Cinerama Holiday" are zooming to a fantastic figure. . . . Sammy Davis, Jr., has recorded the theme song from "Six Bridges To Cross" and also is heard singing it as credits are unveiled on the screen. . . . Okeh pressbook is out on "The Bridges At Toko-Ri."



The brilliant young stars of "Magnificent Obsession" bringing to the screen all the drama and passion of W. R. Burnett's best-seller!



*Universal-International presents*

**ROCK HUDSON**  
**BARBARA RUSH**  
**JEFF MORROW**



PRINT BY

*Technicolor*  
**CAPTAIN**

with KATHLEEN RYAN • FINLAY CURRIE • DENIS O'DEA • GEOFFREY TOONE Directed by DOUGLAS SIRK



**PRE-SELLING** in the  
*Universal manner*

again powerfully  
directs its  
National Advertising  
to the pages of  
17 leading  
'Woman-Appeal' magazines  
...with a guaranteed  
circulation of  
30,976,492...representing  
a reading audience of  
more than  
77,000,000!

# LIGHTFOOT

IN **CINEMASCOPE**



Universal's  
**PRE-SOLD**  
Product





From left to right, "The Prodigol," starring Lana Turner and Edmund Purdom, and "Hit The Deck," with Jone Powell, Debbie Reynolds, and Vic Damone, both in CinemaScope and color.

# MGM's Lineup Packs A Boxoffice Wallop



"The Glass Slipper," Eastman Color  
Leslie Caron and Michael Wilding.



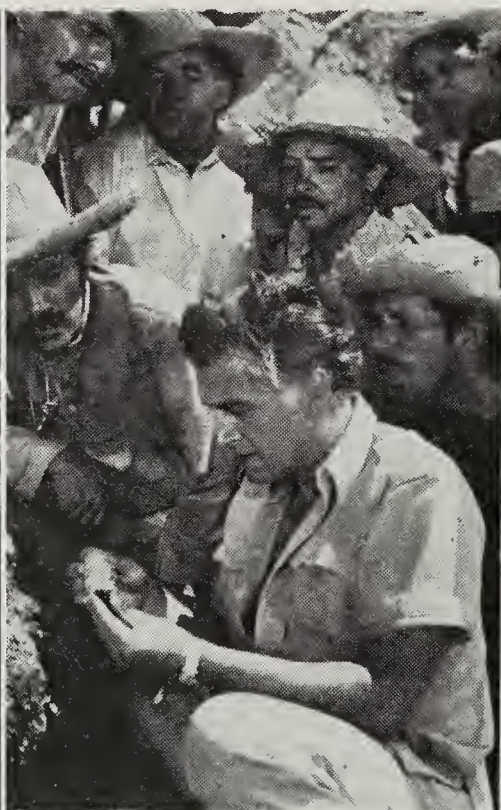
"Many Rivers To Cross," CinemaScope—color  
Eleanor Parker and Robert Taylor.



"Interrupted Melody," CinemaScope—color  
Eleanor Parker and Glenn Ford.



Left to right, scenes from "Jupiter's Darling," Esther Williams and Howard Keel, CinemaScope, Eastman color; "Green Fire," Stewart Grainger and



Groce Kelly, CinemaScope, Eastman color; and "Bad Day At Black Rock," Spencer Tracy, Robert Ryan, and Anne Francis, CinemaScope, Eastman color.





# **YOUR MOST PROFITABLE DATES FOR '55—FEB. 8-9-10**

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*The* **ONE and ONLY** *National Convention for*  
**DRIVE-IN THEATRES!**

**PRODUCT SURVEY—TRADE PRACTICES  
FILM CLINICS FOR LARGE AND SMALL DRIVE-INS  
GIGANTIC EQUIPMENT SHOW  
CLINIC FOR CONCESSION OPERATION  
REPORT ON E. D. C.  
SPECIAL PARTIES FOR THE LADIES  
MOST UNUSUAL NIGHT CLUB PARTY  
FILM STARS—ENTERTAINMENT**

*This is* **YOUR** *Drive-In Convention!*  
**BRING ALONG YOUR PROBLEMS**

WRITE, WIRE OR PHONE YOUR  
RESERVATION NOW TO:

**NATIONAL ALLIED DRIVE-IN THEATRE  
ASSOCIATION CONVENTION**

**HOTEL CHASE**

**ST. LOUIS 8, MO.**



## Cinerama Exploiters Discuss "Holiday" Plans

NEW YORK—A two-day series of meetings by Stanley Warner Corporation executives to indoctrinate the Cinerama field force of seven cities in the advertising, publicity, and promotion plans of the forthcoming "Cinerama Holiday" was held last fortnight.

The campaign was outlined by Stanley Warner executives including Samuel Rosen, executive vice-president; Harry Kalmine, vice-president; Harry Goldberg, director of advertising and publicity for Stanley Warner; Everett Callow, advertising-publicity director for Cinerama; Lynn Farnol and Philip Miles, public relations representatives for Cinerama; Herb Hauser, Monroe Greenthal advertising agency; and Clifford Giesseman, director of group sales and assistant to Lester B. Isaac. Isaac, general manager in charge of Cinerama exhibition, chairmanned the conference.

The field force included Red King and Rudy Kohen, Boston; Robert Fitzgerald, Hal Grossman, and Ellen Koehler, Philadelphia; William Green, Frank Upton, and Perle Dane, Detroit; Harriot Stem and George McMillan, Washington; M. L. Plessner, Clare Landau, and Ray Conner, St. Louis; Arthur Manson, Bob Suits, and Regis Bryson, Pittsburgh; Zeb Epstein, division manager, Washington, Philadelphia, and Pittsburgh region; and Sam Pearlman, Dan Davenport, and Jack Payton, New York.

A second series of conferences for the field force of Minneapolis, San Francisco, and Los Angeles is being scheduled for the near future.

### UA Winners Named

NEW YORK—United Artists' New York, Charlotte, and Calgary, Canada, branches have captured the three first-place prizes for the third lap of the Robert S. Benjamin Drive, it was announced last week by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains of the drive.

The New York branch is managed by Joseph Sugar; the Charlotte exchange is headed by H. Keeter; and Robert Radis leads the Calgary branch.



Among the national chairladies of the Women of the Motion Picture Industry are, left to right, Claire Tremorel, New Orleans, publicity; Rolande Guma, New Orleans, finance; and Loraine Cass, New Orleans, membership.

### Convention Agenda Set

COLUMBUS, O.—The Independent Theatre Owners of Ohio announced last fortnight a slight change in their convention plans. The dates have been set back one day. The convention will now open with a luncheon on Feb. 28.

Among those who have signified their intention to be present and speak are William C. Gehring, general sales manager, 20th-Fox, and Abram F. Myers, general counsel, Allied States Association.

In addition to sneak previews being arranged for delegates by various film companies, MGM will be host at a "Ticket Selling Workshop" to be held on March 1.

The ITOO will hold a luncheon and host the Legislature, and at the banquet Lieutenant Governor Brown, who formerly operated the Civic, Wellston, O., will be present and present to the organization a scroll from the Highway Safety Department for our part in the highway safety campaign.

### Studio Incomes Dip

HOLLYWOOD—The California Department of Industrial Relations reported last week that the average weekly earnings of craft workers in studios has declined from \$129.55 in October to \$123.96 in November. The November average was still above the average of any other of the 98 work classifications reported on, and above the previous November's average of \$118.83, it was revealed.

## About People

NEW YORK—Continuing expansion of Columbia International's Far Eastern activities has led to promotion of Aaron Pines, the company's manager in the Philippines, to the post of assistant Far East supervisor, it was announced last week by Lacy W. Kastner, Columbia International president. Pines will serve under Michael Bergher, Far Eastern supervisor, whose headquarters are in Tokyo. His successor as manager in Manila will be George W. Schweig, until recently Columbia manager in Trinidad, Kastner said.

NEW YORK—Augmenting the widely-hailed recent announcement that Columbia will finance the production of stage plays, President Harry Cohn announced last week that Max Gordon, noted Broadway producer, has been appointed by the company as a consultant to supervise this program. Gordon will continue to make his headquarters in New York and in his Columbia association will seek the works of playwrights and stars for possible Broadway production.

NEW YORK—Walter C. Ament, vice-president, Warner Pathe News, has been named chairman, MPAA's newsreel committee, for the ensuing year. The appointment was announced last week following a special meeting of the committee. Ament succeeds Thomas Mead, editor, Universal Newsreel, who headed the newsreel committee for the past two years. The committee commended Mead for his services as chairman.

NEW YORK—G. Ralph Branton, vice-president, Allied Artists, has accepted the post of Hollywood chairman of the Brotherhood Drive for 1955, and Edwin D. Martin, president, Martin Theatres, has been named regional chairman for North Carolina, South Carolina, and Florida, it was announced last week by John H. Harris, national chairman, amusements division, National Conference.

NEW YORK—The appointment of John M. Borghese as director of the television and radio division of Magna Theatre Corporation was announced last week by Nicholas John Matsoukas, national director of advertising, publicity, and exploitation.

HOLLYWOOD—The American Cinema Editors last week elected Richard Nahoon president, succeeding William B. Murphy, and have re-elected George Amy, vice-president; Eda Warren, secretary; and Fred Berger, treasurer.

## This Was The Week When . . . . .

"The Racers," 20th-Fox production set to premiere at the Roxy, New York, on Jan. 28 had its opening pushed back to Feb. 4. . . . "Midnight Episode," British mystery, was acquired for distribution in this country by Fine Arts Films. . . . Lowell Thomas returned via American Airlines from an around-the-world tour for the new Cinerama feature, "The Seven Wonders Of The World." . . . Signe Hasso and William Langford, starring in the Helene Davis release, "The True And The False," planned to be on hand for the Buffalo premiere at the Deluxe Lafayette. . . . MGM acquired screen rights to Rocky Graziano's life story, "Somebody Up There Likes Me." . . . Charles Einfeld, 20th-Fox vice-president, went to Hollywood to confer with Darryl F. Zanuck and publicity chief Harry Brand on upcoming releases.

Correspondents and stars attended the press premiere of Warners' "Unchained" at the California Institute for Men at Chino. . . . A \$4,000,000 deal covering exclusive rights to "Dr. Fu Manchu" for TV, radio, and motion pictures was announced by Herbert J. Yates, Republic president, and Sax Rohmer, creator of the character. . . . "The Intruder," English melodrama, was set for its American premiere at the Plaza, following the current engagement of "The Bells Of St. Trinian's." . . . Charles Feldman, U-I vice-president and sales head, announced that "Revenge Of The Creature," first 3-D production to be released in more than a year, will have its world premiere in Detroit.

### TV Grant Challenged

WASHINGTON—Trebit Corporation and W. S. Butterfield Theatres, unsuccessful applicants for a TV license at Flint, Mich., last week asked FCC to set aside its channel 12 grant made last May to WJR, the Goodwill Station, Inc. They previously had been refused rehearing. Basis of application is the claim that WJR has substantially changed the plans on which its grant was based.



## In The Newsreels

### IN ALL FIVE:

Peiping, China: Hammarskjold and Chou En-Lai discuss prisoners. Groton, Conn.: Atom sub "Nautilus" on trial run.

### IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 38, No. 8) Costa Rica: Five nation probe of revolt begins. Panama: New President. Germany: French Premiere confers with Adenauer at Baden Baden. Miami Beach, Fla.: Shah of Iran and his queen visit. Boston: K. of C. track meet. Fox River Grove, Ill.: Norge Club ski meet.

NEWS OF THE DAY (Vol. XXVI, No. 242) Italy: Neo-Fascist rally in Rome. Miami Beach, Fla.: Shah of Iran and his queen visit. New York: Greek orphan gets new mother and father. Boston: K. of C. track meet. Los Angeles: West defeats East in pro bowl game.

PARAMOUNT NEWS (No. 45) Italy: Neo-Fascist rally in Rome. New York: Greek orphan gets new mother and father. France: General Gruenther honored by village of Marnes-la-Coquette. Miami Beach, Fla.: Shah of Iran and his queen visit. Sea Island, Ga.: Fairest on the fairway.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 640) Costa Rica: Five nation probe of revolt begins. Korea: Millionth GI passes through port of Inchon en route home to the States. Spain: Midget cars. New York: Motorboat show. Los Angeles: West defeats East in pro bowl game.

WARNER PATHE NEWS (Vol. 26, No. 47) Costa Rica: Five nation probe of revolt begins. Germany: Suhr elected as coalition mayor in West Berlin. Germany: French Premiere confers with Adenauer in Baden Baden. France: General Gruenther honored by village of Marnes-la-Coquette. New York: Greek orphan gets new mother and father. Fox River Grove, Ill.: Norge Club ski meet. Los Angeles: West defeats East in pro bowl game.

### IN ALL FIVE:

Edwards Air Force Base, Cal.: Jet takes off from truck platform.

### IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 38, No. 7) Costa Rica: Invasion brings crisis. New York: United Nations Secretary General reports on China mission. New York: Archbishop greets victims of Reds. Indo-China: Cardinal Spellman visits refugees at Saigon. New York: Silver skates. Cypress Gardens, Fla.: Miss America on water skis.

NEWS OF THE DAY (Vol. XXVI, No. 241) Costa Rica: Invasion brings crisis. New York: United Nations Secretary General reports on China mission. Indo-China: Cardinal Spellman visits refugees at Saigon. Bavaria: Food for starving deer. Germany: Freed American tells of revolt in Red labor camp. San Diego, Cal.: Tennis star Maureen Connolly makes comeback. Cypress Gardens, Fla.: Miss America on water skis.

PARAMOUNT NEWS (No. 44) Puerto Rico: Kids have fun in imported snow. Germany: Zebra's I.Q. tested at Frankfurt. Costa Rica: Invasion brings crisis. South Bend, Ind.: Israel envoy at Notre Dame. San Diego, Cal.: Tennis star Maureen Connolly makes comeback.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 639) Bremerton, Wash.: Commissioned naval carrier Shangri-La holds

## SW Free To Expand As Divestiture Ends

WILMINGTON—The theatre divestiture program required of Stanley Warner under the terms of the consent decree and court order has been completed, it was announced last week by president Si H. Fabian.

The completion of the divestiture leaves the way free for Stanley Warner to seek permission to acquire new theatres, and to engage in production if they wish to move in that direction.

The final divestiture came well before the July 4 deadline set in the wind-up order last week allowing the circuit to keep three theatres originally ordered sold.

open house. Venezuela: Sardine fishery in Bay of Carioca. Spain: Baby piglets. Germany: Zebra's I.Q. tested at Frankfurt. Canada: Buffalo roundup. Austria: Ski record set.

WARNER PATHE NEWS (Vol. 26, No. 46) New York: United Nations Secretary General reports on China mission. Costa Rica: Invasion brings crisis. Chicago: Jack Webb weds actress. East Greenwich, R. I.: Dog baffles science with grasp of math. Germany: Zebra's I.Q. tested at Frankfurt. New York: Silver Skates. Cypress Gardens, Fla.: Miss America on water skis.

## NATIONAL LEGION OF DECENCY

January 13, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Battle Taxi" (UA); "20,000 Leagues Under The Sea" (Buena Vista-Disney);

## IFE Opens Six New Distribution Offices

NEW YORK—IFE Releasing Corporation has opened six new offices and realigned top sales personnel in an effort to broaden its sales operations, Bernard Jacon, vice-president in charge of sales and distribution, said last week.

The expansion will also include a move to new home offices during the first week in February, IFE taking over the entire 14th floor of the Paramount Building, which Fabian Theatres is vacating.

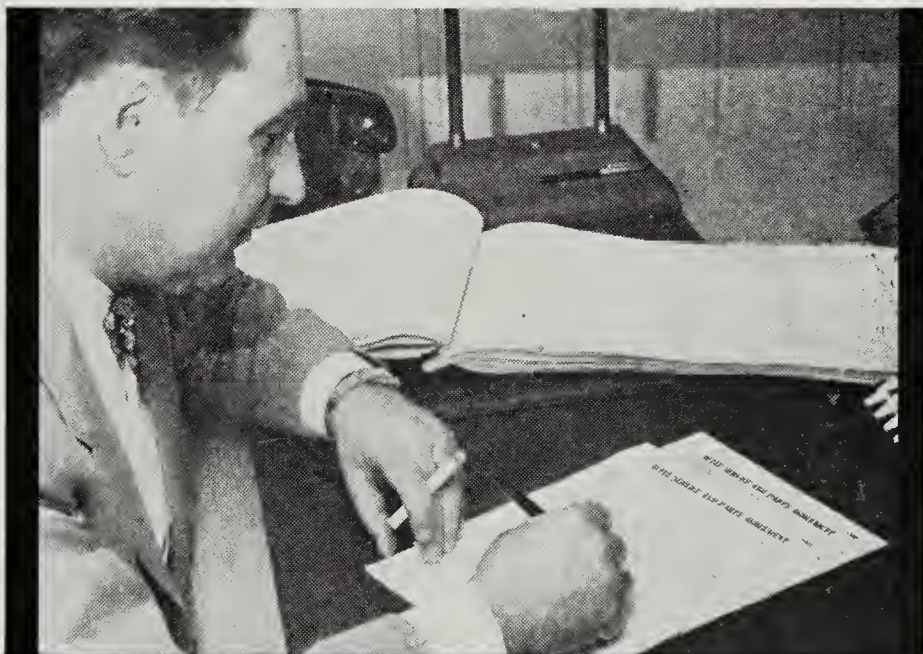
The six new district offices have been opened in Detroit, Cincinnati, New Orleans, Charlotte, Kansas City, and Portland.

Seymour Schussel has been named eastern division manager and will continue as assistant to the general sales manager. Schussel's territories include the eastern, mideastern, northeastern, and southeastern districts.

The central division will be headed by Glen Fannin, territories to include southwest, midwest, and prairie district.

The west coast district, northwest district, and Los Angeles district will be in charge of western division head Alex Cooperman.

UNOBJECTIONABLE FOR ADULTS: "Heartbreak Ridge" (MGM); "A Life In The Balance" (20th-Fox); "Pirates Of Tripoli" (Columbia); "Young At Heart" (Warners); OBJECTIONABLE IN PART: "Hell's Outpost" (Republic); "Six Bridges To Cross" (U-I); "Ten Wanted Men" (Columbia); "Vera Cruz" (UA).



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161 Sixth Avenue, New York 13, N. Y.



# BETTER MANAGEMENT

*Valuable Exploitation Keys  
To Profitable Merchandising*



The New York press contingent which covered the recent underwater showing of RKO's "Underwater!" in Silver Springs, Fla., are seen leaving Idlewild Airport, New York; in the center, Perry Lieber, RKO studio advertising and publicity director, is seen talking over the schedule of



events with reporters and photographers at Silver Springs; and on the right, Jane Russell, who was escorted by costume designer Michael Woulfe, left, and producer Harry Tatelman to the unique premiere, is seen. The 200 press and film personalities were flown to Florida by RKO.

## "Racers" To Benefit From Book Tieup

NEW YORK—A record number of 5000 window and in-store displays in leading book, stationery, drug, and department stores across the country are being set on 20th-Fox's "The Racers" in CinemaScope stemming from a tie-up with Ballantine Books, publishers of the Hans Ruesch novel.

The mammoth display campaign, part of an intensive drive set by the publishing house, will bring the adventure drama and the popular priced book to the attention of millions in principal cities coast-to-coast in advance of the firm's February release. In New York, "The Racers" premieres on Jan. 28 at the Roxy.

To achieve the public impact desired, 750 independent magazine wholesalers who distribute Ballantine Books are being brought into full play as is the film company's entire field organization.

As a means of alerting the magazine wholesalers of "The Racers" promotion, Ballantine has prepared special, four-page brochures. Illustrating the mailing piece are a half dozen photographs showing stars Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, and Lee J. Cobb in highlight scenes from the Julian Blaustein production with copy urging tie-ins with the picture.

To facilitate the huge window display campaign, thousands of two-color posters advertising the book and the movie have been prepared with space provided on each for inclusion of theatre playdates. In the New York area alone, more than 600 stores are being lined-up for campaign support.

All copies of "The Racers" also carry bands crediting the CinemaScope adaptation, and a series of local campaign activities utilizing books as contest prizes are being arranged. The film company is supplying lists of theatre playdates to Ballantine, and field exploitation representatives of both companies will hold meetings to plan and set into motion regional and local level campaigns in the coming weeks.

## RKO Offers 24-Sheets

NEW YORK—In line with its all-cut exploitation campaign, aimed at making every segment of the population strongly aware of Howard Hughes' "Underwater!", RKO will give free 24-sheets for the Superscope-Technicolor production to all exhibitors, it was announced last week by Walter Branson, world-wide sales manager. This promotion will be in addition to the record-breaking 120-city national posting campaign which RKO is sparking.

To make the most of every opportunity to get the RKO romantic adventure before as many people as possible, the largest number of 24-sheets ever printed in the history of the company has been run-off on the color presses.

The offer, which only requires exhibitors to pay for posting and sniping, will be carried on the back cover of the idea-filled special pressbook for "Underwater!", which also contains a wealth of other money-making exploitation suggestions.

## Workshops Promote Exploitation Ideas

DENVER—Owen West, West, Rock Springs, Wyo., and George Kelloff, Ute, Agaliar, Colo., were winners of the cash prizes for the best low-cost ticket-selling ideas submitted to MGM's Ticket-Selling Workshop last fortnight.

Prior to the meeting of the Rocky Mountain showmen, Mike Simons, director of customer relations, rushed out to every exhibitor invited to attend an invitation to submit a "brief, one-page description of a low-cost or no-cost ticket-selling idea." For the best of those submitted MGM was prepared to offer a small cash award. The number and size of prizes, it was determined in advance, would be in proportion to the total of entries submitted in comparison with exhibitor attendance. Simons made the presentation of the cash prizes personally at the afternoon Workshop session and announced that all the entries from the Denver area will be saved for inclusion in a booklet which most likely will be published at a future date for distribution to exhibitors everywhere.

"Despite the short advance notice we gave to our customers who attended the Denver meeting, we were agreeably surprised by the number and quality of ideas submitted," Simons said. "This confirms a feeling we've had for a long time that exhibitors everywhere are using unusual ticket-selling stunts and that all are anxious to share their knowledge with others for the general improvement of business, which is the idea that prompted MGM to conduct the Workshops in the first place. Our function now is simply to get together the maximum number of those modern, simple, low-cost, ticket-selling ideas and give them to the rest of the industry."

Also connected with the company's exhibitors' salute was an ad taken in Editor and Publisher telling newspapermen that local theatres make excellent copy for feature story material, and that theatre managers will gladly co-operate.

**M-G-M's  
TICKET-SELLING  
WORKSHOP**

**Ticket-Selling Idea  
ENTRY**

MGM recently introduced this new and interesting idea for getting exhibitors to submit campaigns on pictures. The innovation started with the fourth Workshop meeting at the Cosmopolitan Hotel, Denver.



## NEWS OF THE

## Territory

BRANCHES  
Atlanta

The 28th-Street Drive-In, St. Petersburg, Fla., celebrated its fourth birthday with special pictures, free gifts for the kiddies, and for \$1, a car load was let in. . . . Delta Pictures of Louisiana, production group, has been granted a charter listing stock of 10,000 shares, no par value.

The Colonial Plaza Drive-In is under construction in Orlando, Fla. All of the six existing drive-ins in this area are partners in the venture with Horace Deming, Winter Park Drive-In, as president; Carl Floyd, Floyd Theatres, vice-president; and Jim Partlow, treasurer. Sam Manning, Ri-Mar; Bob Parlow, Fred Adams, and Jim Hassey, Kula Avenue and Prairie Lake, are members of the board.

Norris Stephens is doing the buying and booking for the Palm Drive-In, owned by J. W. Hill, Savannah, Ga. . . . George M. Jones, sales manager, U-I, was back home where he underwent treatment for several days. . . . Mack Grimes, Bailey Theatres, was back from a trip to Tampa, Fla. . . . Marvin Doris, 20th-Fox sales manager, was back at his office after a vacation. . . . Friends of Sid Reams, Republic, will be glad to know that he is getting along very well after a heart attack.

C. H. and Ernest Faountain, Ray City, Ga., opened their new 200-car drive-in at Lakeland, Ga. . . . Charles Sims is new salesman and service man, Dixie Theatre Supply Company.

Jimmy Bello, sales representative, with president William Richardson, Astor and Capital, was back after a trip to Tennessee. . . . Mrs. Milfred Ricks has resigned from the staff at Allied Artists Southern Exchanges.

A. W. Corbett, general manager, Claughton Theatres, Florida, concluded a five-theatre deal in Tampa, Fla., which made Murray Stohl owner of these former Claughton houses, Roxy, St. Petersburg, Fla.; State, Palma, Ceia, Cinema, and Northtown, Tampa, Fla. Lillian Claughton, president of the circuit, indicated the sale was made to eliminate management by "remote control," and did not reflect any pessimism over theatre business. She added the chain is in the market for new houses to add to the local string in Miami, which includes the Embassy, Royal, Variety, Trail, Circle, and Normandy.

Jesse Cox was added to the booking department at Wallace Films. . . . Jimmy Bello, Astor and Capital, was off for a trip to Florida. . . . The old stork passed over the home of Mr. and Mrs. Bill Baskin, he's booker, Florida State Theatres, Jacksonville, and left a little baby

girl. . . . Leonard Allen, southern public relations man, checked in his office at Paramount after a visit to Jacksonville.

A letter written to the editors of Look magazine by Earle Holden, resident manager, Wilby-Kincy-Lucas, Savannah, Ga., is featured in a special booklet just issued by the magazine titled "Hollywood's Best Ambassador," copies of which are being sent to executives in all branches of the motion picture industry by Look.

Joe Taylor, Hillsboro, Tampa, Fla., has a miniature circus display which attracts much attention. Every Sunday Joe assists at the service conducted at his drive-in by the First Christian Church of Tampa. He handles the sound system. The church gives doughnuts, coffee, and orange juice to the worshippers.

Mrs. Pete Howell, the wife of Pete Howell, head shipper, Allied Artists Southern Exchanges, was given a stork shower by the employees of the company.

Mr. and Mrs. Ted Toddy, owners, Toddy Film Exchange, returned to their office after a buying trip to New York. . . . In Rockmart, Ga., Jerry D. Evans, Rome, Ga., has been named as manager, Rockmart, a unit of the Lam Amusement Company. He replaces R. C. Foster, who has entered the army. Evans, a lifelong resident of Rome, has recently been serving as assistant of the First Avenue, Rome.

Jimmy Campbell and Ben Jordan, Allied Artists Southern Exchanges, were in for a sales meeting. . . . President William Richardson, Capitol and Astor, checked in at his office after a tour of Florida. . . . President Ed Stevens, Stevens Pictures, was back after a visit to his Florida office. . . . Leonard Bearch, United World Film Exchange, was back after a business trip from the city.

## Charlotte

F. B. Grigg, owner, Diane 29 Drive-In, Gastonia, N. C., and the Friendly Drive-In, Lincolnton, N. C., has opened up and is now operating the Rocky, Lowell, N. C. Irving Danzic is manager. Grigg has installed a barbecue pit, a real deluxe affair at his Diane 29 Drive-In.

Queen City Booking Service reports that A. P. Hinnant, Kinston Drive-In, Kinston, N. C., and New Bern Drive-In, New Bern, N. C., was in discussing his booking problems. . . . Max Reinhardt Enterprises, Inc., reports the following were in discussing their buying and booking, W. A. Gray, Joy, Belton, S. C.; Marion Ackerman, Hi-Way 25 Drive-In, Greenwood, S. C.; Ralph Cooper, Sunset Drive-In, Columbia, S. C.; S. L. Pinkston, 601 Drive-In, Salisbury, N. C.; Paul Jones, Tar Heel Drive-In, High Point, N. C.; C. H. Morgan and S. D. Mitchell, Plaza, Greenville, S. C.

Bill Simpson and family returned from Camden, S. C., where they spent the holidays with his kinfolds. Bill is salesman at Kays. . . . Kay Films is distributing a new western, "I Killed Wild Bill Hickok." . . . Howard Bynum is now

with M. Pinkston at the 601 Drive-In, Salisbury, N. C. . . . A. T. Liviston, Auto Drive-In, Greenwood, S. C., says he is working hard to rebuild his theatre from one end to the other before reopening in the spring.

IFE has opened an office here. Jack Sims is office manager. . . . Piedmont Promotions has remodeled the office. . . . Don Thomas, roadshow man, is back after spending the holidays in Illinois.

C. A. Dandelake, Colonial, Tarboro, N. C., has been sick since his return from California. . . . Roy Champion, Starlite Drive-In, had a birthday and was moving into his new offices, which he has just completed under his screen tower. . . . P. G. McGee, Winston Salem Drive-In, Winston Salem, N. C., was in conferring with Piedmont Promotions.

The Grove, China Grove, N. C., is reopening. It has been closed about a year. . . . Shep Brinkley, Plymouth, N. C., is now operating only one of his houses. . . . Mrs. C. C. Duke, Lenox, Washington, N. C., is on the sick list. . . . Mr. and Mrs. Tom Bateman, Park-Vue Drive-In, Washington, N. C., has returned from Pennsylvania where they visited Mrs. Bateman's parents during the holidays.

T. Y. Walker, Colony, Greenville, N. C., is back from Anniston, Ala., where he spent Christmas with some of his people. . . . Tom Britt, Starlite Drive-In, Laurel Hill, N. C., was laid up with the flu. . . . Mrs. Essie Bright is back on the job at Kays after several weeks sickness.

Exhibitors on the Row buying and booking were Sam Bogo, Carolina, Batesburg, S. C.; Bob Bryant, Pix, Rock Hill, S. C.; Billie Postell, Raeford, Raeford, N. C.; Jimmie Austin, Clinton, Clinton, N. C.; Kit McGowan, Willard, N. C.; Cary Caudell, Danca, Wallace, N. C.; Frank Burton, Towne, Burlington, N. C.; Arthur Martin, Cowpens, Cowpens, S. C.; Ray Faw, West 49 Drive-In, Asheboro, N. C.; Emmitt Holder, King, N. C.; J. R. Bennett, Paramount, LaGrange, N. C.; Plyler McManus, Greer Drive-In, Greer, S. C.; Kid Bowden, Plaza, New Bern, N. C.; Joe Gordon, Pilot, Pilot Mountain, N. C.; A. C. Williams, Holiday, Conway, S. C.; Joe Accardi, Skyline Drive-In, Morganton, N. C.; Buck Smith, Pal, Fairfax, S. C.; Lainer Furpless, Southport, N. C.; O. M. McSwain, So. No. 1 Drive-In, Raleigh, N. C.; R. L. Rumley, Fox Drive-In, Spartanburg, S. C.; and Gilbert Faw, Biscoe Troy Drive-In, Troy, N. C.

## Jacksonville

The showing of burlesque movies at the Follies is under fire by community leaders who are planning a drive to combat contributing causes of juvenile delinquency. . . . Some of the reflected glory of Howard Hughes' \$70,000 screening of "Underwater" at Silver Springs rubbed off on Jacksonville when star Jane Russell was pictured at the Imeson Airport shedding a fur coat because of the warm weather when she alighted from a New York plane. Three premieres of "Underwater" were actually held in



Florida. The first one, a wet run, was caught several weeks ago at Silver Springs by Life magazine photographers. The second, a dry run, was staged in the Marion, Ocala, Fla., with the cooperation of manager Peyton Bailey. The third and final premiere, which received the major share of publicity, occurred underwater at Silver Springs.

T. P. Tidwell, 20th-Fox branch manager, returned from a divisional sales meeting held in Atlanta. Attending the gathering from the division office were Harry Ballace, Paul Wilson, "Mac" McClure, and Henry Harrell. Branch managers there were Bill Bryant, New Orleans; Tom Young, Memphis; Hi Holston, Charlotte; Dan Coursey, Atlanta; Marion Osborne, Oklahoma City; Tidwell, Jacksonville; and Mark Sheridan and Bill Williams, both from Dallas.

A January report revealed that 298 indoor and drive-in theatres in the South Georgia and Florida areas served by Jacksonville film exchanges have installed CinemaScope equipment, with 197 of them using optical prints, 87 stereophonic, and 14 using mixers. . . . The most recent of the conversions are the Erwin Reiss' Park, St. Petersburg, Fla.; George Stonaris' Dreka, DeLand, Fla.; and N. N. Bernstein's Little River, Miami, Fla.

State exhibitors on Film Row were James L. Cartwright, Florida State Theatres district supervisor, Daytona Beach; Jimmy Biddle, Fay Theatre, Jasper; E. C. Kaniaris, Beach Drive-In, St. Augustine; Ted Chapin, Daytona, Daytona Beach; "Red" Tedder, Howell, Palatka; Kay Porter, Temple, Perry; and Jim Partlow, Partlow Circuit, Orlando. . . . Louis J. Finske, FST vice-president, returned from a downstate tour. . . . Bob Harris, FST confection sales manager, spent a week at west coast and central Florida theatres. . . . The family of French Harvey, FST advertising and publicity executive, completed their moving from Daytona Beach, Fla., to this city.

The main theatre of the Jacksonville Naval Air Station was the scene of an advance screening of "The Bridges At Toko-Ri," with a group of several hundred naval personnel and civilian opinion makers attending as guests of Paramount. The filming was arranged by Leonard Allen, southeastern publicity man; Robert Heekin, FST district supervisor; and Ed Chumley, Paramount branch manager. Guests of honor were Captain John S. Thach, NAS commander; Captain Warren E. Kline, NAS senior medical officer; and their wives.

## Memphis

K. W. Kinney, Hays and Beale, Hughes, Ark., was in and telling some mighty interesting stories about his recent trip to Mexico and especially to Monterey and the bull fights. . . . Jack Braunagel's many friends in the territory were glad to learn that he is now with United Theatres and will reside in Little Rock, Ark., when he takes over his duties.

Oney B. Ellis, former owner, Mason, Tenn., is now selling Mercurys and Lincolns for Corbitt Motor Company here. . . . News that is no longer "news." Dot Barker, Exhibitor's Service, wins again and takes top spot among women bowlers piling up 566 in the Victory League. . . . It had been several days since Donald L. Newberry, Rives, Rives, Mo., had called for his film, and the reason was revealed when the front page of The Commercial Appeal ran a picture of Newberry, his sister, and her boy friend. She had joined the WAF's and persuaded the two boys to enlist in the air force with her. They were given the oath of office and that night boarded a train for Lackland Air Force Base at San Antonio to begin basic training.

Visitors on the Row were Pinky Tipton, New, Manila, Ark.; H. D. Bowers, Pix, Kosciusko, Miss.; A. B. Ward, Gem Osceola, Ark.; Zell Jaynes, Maxie, Trumann, Ark.; J. K. Jameson, Joy Bald Knob, Ark.; G. L. Helms, Hill, Scotts Hill, Tenn.; Joe Davis, Delta, Ruleville, Miss.; Victor Webber, Center, Kensett, Ark.; E. B. Fritz, Waldron, Union City, Tenn.; Nate Reiss, Missouri and Gem, Campbell, Mo., and Covington, Tenn.; Valerie Gullett, Benoit, Benoit, Miss.; and Finley Moss, Ackerman, Ackerman, Miss.

One of the best loved area industryites was Bennie Bluestein, who died at the age of 60 of a heart attack at the club he loved so well, Variety Club, Tent 20, at Hotel Gayoso. For many years he was Variety's first assistant barker and helped promote their Home for Convalescent Children. Last November, Variety created the post of honorary board member and gave it to Bennie. Very active in theatricals, he had helped promote the Mid-South Fair, had managed the Fair's mid-south talent search the past two years, produced the two "School Day Review" for the Cynthia Milk Fund, helped audition talent for the Ted Mack Show, arranged the talent for the holiday charity wrestling many times, and took an active interest in the Shrine Circus.

Joe Simon, manager, Ritz, for the past nine years, has resigned and became executive assistant to Augustine Ciancila, owner and operator, Plaza, Luciann, and Rosemary. Jack Katz, who took over the Ritz from Flexer Theatres, Inc., will operate it himself.

The Joy, Fyffe, Ala., owned by J. C. Hipp, was destroyed by fire last fortnight and the collapsing building fell on an adjoining furniture store doing extensive damage. There were no injuries; but Hipp estimated damage to his building at about \$50,000 and damage to the store was estimated at \$25,000.

## New Orleans

UA screened "Black Tuesday. . . . R. P. "Dick" Guidry, state representative, LaFourche Parish, owner, Star, Galliano, La.; and associate owner, Jet Drive-In, Cut Off, La., accompanied Governor Robert Kennon and George Covert, director of State Highway Com-

mission, to Washington to confer with Francis Dupont, national commissioner of state highway problems.

Seen about were Fred Houck, Joy's Theatres', Ira Olroyd, Teche, Franklin, La.; Clinton Vucovich, Skychief, Pensacola, Fla.; Mrs. Bertha Foster, Violet, La.; E. W. Ansardi, Buras, La.; S. J. Gulino, Kenner, Kenner, La.; and William Sendy, Patio, Airline Highway; S. E. Mortimore, Lyall Shiell, and Frank Olah, Skyvue; Bill Shiell and Ed Jenner, Marrero; and E. R. and R. A. Sellers, Hub, Twin, and Laf, Lafayette, Louisiana.

John Jarvis, Atlanta, IFE southeast district manager, was in town, as was Ike Katz, president, Kay Film Exchanges. . . . Frank Smith, air-conditioning man, stopped over on his return trip to his home, Bay St. Louis, Miss., from a trip in southwest Louisiana. . . . Harry Browne, Jr., Mobile, Ala., was here, as was Mr. and Mrs. R. S. Stallings, Pine Drive-In, Pineville, La.; Ernest Drake, Ideal, Ponchatoula, La.; F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin Theatres, Vacherie, La., and Mrs. Ruby King, Mayvel, Sandersville, Miss.

Esther Chauvin, Allied Artists inspectress, recuperating at home after a major operation, hopes to be back to work Feb. 1. . . . Mr. and Mrs. Harold "Babe" Cohen, Lippert Pictures of Louisiana, left on a business trip to New York. . . . O. K. Bourgeois, co-owner, Astor, Dallas and Memphis, and Dixie Films, here, was in from Dallas. Frank Ziegler, who has been handling both front office and shipping department since Al Boneno resigned as manager, has been permanently assigned the manager's post. While on trips in the territory, Mrs. L. Fisher, booker, will take over as manager. . . . Harold Wyckoff, Paramount salesman, is a grandpapa again. Daughter, Mrs. Jane Dueitt, Laurel, Miss., gave birth to a baby boy. . . . George Pabst, UA district manager, was a recent caller at the Jacksonville branch.

Warners' southern district manager, W. O. Williamson, Jr., visited with branch manager Lucas Conner. . . . Thank you, Wilhelm A. Adams, and associates, Allied Detective Agency, for your subscription to MOTION PICTURE EXHIBITOR. . . . Frank deGraauw, Abbeville, La., and J. C. Keller, Jr., Eunice, La., were in buying and booking.

A group of exhibitors of Mississippi Theatre Owners Association met with Governor Hugh M. White in connection with MGM's 1955 Motion Picture Celebration, whereupon the Governor issued a proclamation designating February as the "Golden Movie Month" in Mississippi. MGM's Home Office Publicity Department made available a one sheet poster showing Governor White signing the proclamation with T. G. "Teddy" Solomon, president; John Williams, secretary treasurer; and Louis Alford, attorney, officers of MPTOA; Don Stafford, head, Dixie Theatres; and MGM's publicity representative, Art Katzen, looking on.



Ruth "Grandma" Cook, Warners, head billing clerk, celebrated a birthday. . . . Doris Wishman, representing Eden Distributing Company, New York, was in town seeking distribution for their movie, "Garden Of Eden." She held a screening for owners and their sales staff of independent distributing exchanges and on the following day for theatre owners and buying and booking representatives at the Fox screening room.

Mississippi exhibitors in to book were William Butterfield, Lake Drive-In, Pascagoula; Fred Gooch, Mayvel, Sandersville; T. C. "Teddy" Solomon, N. Solomon Theatres, and Lonnie Davis, booker, Pike Booking Company, McComb; A. L. Royal and Hank Jackson, A. L. Royal Theatres, Meridian; Ed Delaney, Pike, Magnolia; Willard Kaminer, Park, Raymond, and Park, Pelahatchie; Herb Hargroder, Beverly Drive-In, Hattiesburg; Ed Ortte, Legion and Gulf, Gulfport; Curtis Matherne, booker, Henry Meyer's Theatres, Biloxi; Ed Jenner, Laurel; and Tom Watson, Lyric and Varsity, Ellisville.

A large crowd of exhibitors, members of the press, radio, television, and film buyers and bookers, and members of the city's various clubs for women attended the invitational screening of Paramount's "Bridges at Toko-Ri" at the Imperial, Bob Bixler, Dallas, Paramount's exploiter, acted as host in the absence of branch manager William Holiday, who unfortunately was called to Atlanta because of the death of Mrs. Holiday's mother.

Frank Olah, Star, Albany, La., and associate in Skyvue Drive-In, fit as a fiddle again after several weeks confinement due to a back injury, was making the rounds accompanied by his son. . . . G. E. Wiltse was in from Dallas. With him was his manager, Robert Ricourd, St. Bernard Drive-In. . . . E. W. Ansardi, Buras, La., is back in swing after a siege of illness. . . . Thank you, Mrs. Bertha Foster, Violet, La., joining the large family of MOTION PICTURE EXHIBITOR readers, and sincere appreciation to George Pabst, UA district manager, for renewal subscription to MOTION PICTURE EXHIBITOR.

William Zolliner, New York, MGM short subject representative was here on a visit with exchange manager C. J. "Jimmy" Briant and personnel. . . . Visitors at Joy's Theatres headquarters were Frank Mullins, Texarkana, Tex.; Jack O'Quin, Joy-Oke Theatres, Kaplan, La.; and Alec Rosenthal, Joy and Silver City, Alexander, La. . . . Van J. Emerson has made arrangements with Transway for the transportation of all consignments moving between New Orleans and his theatre, the Crystal, Lewisville, Ark.

Willard Kaminer, owner, Park, Pelahatchie, Miss., has taken over the operation of the Raymond, Raymond, Miss., which he renamed the Park. . . . Bernard J. Fonseca, operating the suburban Ashton, is free of a charge that he ran a gambling game at the movie house, ruled criminal judge Oser, after

his attorney, Bentley Byrnes, contended that a Keno game which lead to Fonseca's arrest a year ago after a state police raid at the theatre was conducted as a stimulus to business.

The Chancery Court of the First Judicial District of Hinds County, Miss., found for the plaintiff in a suit involving discriminatory theatre admission taxes. In 1952, the Mississippi Legislature passed a 3 per cent sales tax for all theatres operated within the state, excepting, however, chains of 10 or more, in which case the tax would be 5 per cent. Paramount Gulf Theatres, Inc., having been adversely affected by this order, and having been additionally advised that it was discriminatory, brought suit in the Mississippi Chancery Court. The court found that the discrimination was arbitrary and unreasonable and in strict violation of the provisions of the Fourteenth Amendment to the Constitution. They found, further, that the State lacked the authority to assess, demand, and collect these taxes.

At the recent luncheon meeting held at the New Orleans Hotel, Mrs. Connie Aufdemorte, WOMPI president, welcomed two new members, Mrs. Patricia Smith and Miss Judy Badeaux, Pittman Theatres. She also announced the appointment of Miss Ida Kloss, Paramount-Gulf, as local extension chairman, and Mrs. Vivian Marlborough, Motion Picture Advertising, as choral director. The ways and means committee sponsored a showing of "Picnic" at the Gallery Circle Theatre, and a demonstration on the art of cookery under the auspices of the New Orleans Public Service. From the national headquarters in Dallas, via national publicity chairman Claire Tremorel, United Artists, the following appointments were made to serve on the committee for the election of regional director, Mrs. Hazel Schwartz, Theatre Service, chairman, elections committee; Miss Nathalie Odom, MGM, nominating committee; Mrs. Valerie Steudlein, Paramount Film Distributing Corporation, and Mrs. Anne Dufour, United Artists, tellers committee.

Bob Kelly returned to the Row for a visit. Kelly, former manager, Dixie Films, said that he is feeling much better



These two child models helped in Florida State Theatres, Miami, Fla., recent campaign on Michael Myerberg's RKO release, "Hansel and Gretel." They appeared in grocery stores, etc.

after two years in confinement in hospital and at home.

## Arkansas Little Rock

Two former owners of theatres at Monticello, Ark., were sued in Federal District Court by eight motion picture companies and distributors, who claim misrepresentation of gross receipts on films shown since 1945. The defendants are B. V. McDougald and Zula La Floe McDougald, identified as the former owners, Drew, destroyed by fire in July, 1953, and the Amuse-U. The petitions state that the woman now owns the Dixie, Monticello. The suits were brought by Columbia, Paramount, MGM, U-I, UA, RKO, Warners, and 20th-Fox. The court is asked to determine how much they lost in renting or leasing product to the McDougalds, and they claim it will be over \$3,000 each.

## Florida Miami

Florida State Theatres had a powerful campaign on "Hansel and Gretel," which opened in the Florida, Sheridan, and Coral. In cooperation with the National Biscuit Company, free samples of a "Hansel and Gretel" cookie were distributed and the Miami distributor had posters on delivery trucks and point-of-sale tie-ins. A young boy and girl were outfitted in the Hansel and Gretel costumes and made television and radio appearances, plugging the dates of the picture at the theatres. A professional puppeteer, Tommy Trent, gave two performances a day at each of six supermarkets in the Tanner chain. These shows were advertised in the Tanner newspaper ads, as well as on their radio and TV spots. Michael Myerberg, producer, made a surprise appearance at a special screening of the picture for members of the Dade County Council PTA, and spoke to the group and answered questions. Myerberg later spoke to a press and radio luncheon about the problems, aims, and artistic challenge he and his group had encountered in making the film. Leaders of the PTA group strongly endorsed the film before the representative press of Miami. Interviews with Myerberg and picture breaks appeared in all leading Miami papers, as well as on radio. After being presented with the key to Miami Beach by Mayor Harold Shapiro, Myerberg made a round of visits to radio and television stations.

Tent 33, Variety Club, issued Volume I, Number 1, of the "Variety Barker", featuring messages by new Chief Barker Maurey Ashmann; past Chief Barker Bill Dock; Chief Barker, Variety Clubs International, George Hoover, etc. Mayor Abe Aronovitz was honored guest at the club's first celebrity luncheon in the New Orleans dining room of the new club quarters. Sonny Shepherd and Al Weiss are co-chairmen, annual variety show to be held on Feb. 12 at the Miami Beach auditorium, for benefit of Variety Children's Hospital.

The Lauderdale Drive-In, Fort Lauderdale, Fla., celebrated its seventh anniversary, with prizes, cake, ice cream



**Cancer  
strikes  
one in  
five**

## Strike back

*By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...*

*That is how your dollars strike back at cancer when you give them to the American Cancer Society.*

*Send your gift today by mailing it to "Cancer" care of your local post office.*

**Give  
to conquer  
cancer**

**American  
Cancer Society**



Milton Weisman, Palm Beach, Fla., exhibitor, and his wife, are seen on the west coast recently with Fernando Lamas on the set of "The Girl Rush" during a Paramount studio tour. Weisman is an executive of Telenews Circuit.

and soft drinks given to patrons. The airer was built by Philip C. Matthews and has been operated by him and his brother-in-law, Carl Rodberg, ever since.

Three separate events of the winter season all were aimed at filling the coffers of the Variety Children's Hospital, the annual MacNaughton one-day golf tournament was played at Bayshore, Miami Beach, Fla.; every cent taken in at the Parrot Jungle in South Miami was given to the hospital; and Tropical Park race track had a Variety Children's Hospital Day. . . . Second week of Wometco's current confection contest found group one leader the North Andrews Drive-In, Fort Lauderdale Fla.; Center was first in group two; the Town was leading in group three; the Grand, West Palm Beach, Fla., was first in group four; and the Park, Tampa, Fla.; was first in group five. In the third week of the contest, there were two upsets, with the 27th Avenue Drive-In taking first place in group one and the Surf, Miami Beach, Fla., edging out the Park for first place in group five. . . . Lou Fishking, manager, Strand, was on the sick list.

### Louisiana Eunice

Charter of incorporation has been granted Liberty Amusement Company of Louisiana, Inc., listing capital stock of \$50,000.

### Mississippi Jackson

William T. Powell, prominently known as division manager, Smith Management Company's mid-west Drive-In Theatres, Inc., St. Louis, was guest drive-in panelist at MGM's Ticket-Selling Workshops here. He will also attend at Memphis on Jan. 27. Attendance here, originally estimated to be fewer than 100 showmen from Mississippi, exceeded that number. Approximately 150 advance reservations were received by C. James Briant, MGM branch manager, New Orleans. Powell's attendance at the two southern meetings was arranged by Mike Simons, director of customer relations, MGM, and Dick Smith, Smith office, Boston. Also attending were Ivan D. Anderson, operator, Liberty, North Wilkesboro, N. C.;

Briant and his sales and booking staffs, including "Cy" Bridges, Helmer P. Mosley, Cal Bien, salesman; H. A. Arata, office manager; Louis Harper and Nathalee Odom, bookers. The same staff of panelists who appeared at Jackson will travel to Memphis for the Workshop there. This meeting will be hosted by Memphis branch manager Louis C. Ingram with office manager Etheline Mayo, salesmen Hollis Holmes, Jimmy Fly, and Jim Ronsiek, and bookers Claude J. Easley, Jr., and Jim Griffin assisting. Attendance at Memphis, according to advance predictions, is expected to surpass that of any of the Workshops to date, according to Simons, who confidently anticipates more than 375 exhibitors to be present.

### North Carolina Durham

W. G. Enloe, Raleigh, N. C., representative, North Carolina Theatres, Inc., who already had given passes to members of the North Carolina State Legislature for the duration of their current session, was host to the legislators at a special premiere showing at the Ambassador of "Deep In My Heart."

Charles H. Lewis, manager, Center, has been named co-chairman, Durham Merchants Association annual dinner committee, which will make plans for the 1955 event.

Frank Remsberg, manager, Paramount, Goldsboro, N. C., has been elected senior warden of the vestry of St. Stephen's Episcopal Church at Goldsboro.

A 10 per cent admissions tax on motion picture houses and vaudeville shows was suggested before the North Carolina Legislature as a possible means of increasing the state's revenue. The suggestion was made by James S. Currie, head of the state Department of Tax Research, in an appearance before the Senate, but he admitted that such a tax would have a "terrific impact" on the movie industry. He estimated that the tax would raise \$2,500,000 a year, and that a three per cent tax would raise \$485,000. The proposal was made along with a number of others, and Currie said he was not recommending any of the ideas, but only presenting facts and figures on possible new tax sources.

A financial plan, involving purchase of seats plus annual contributions, has been launched at the resort town of Pinehurst, N. C., in a move to open the Carolina, which has been closed for some time. S. A. Strickland, chairman of the organizing committee, said that the house cannot operate without the assurance of annual income because its operation is no longer possible without such support. If the community financial plan succeeds, the house will operate on a subscription basis for the showing of motion pictures, with a number of general admission performances scheduled. If it fails, the house will remain closed, Strickland said. Subscriptions are being sold for 213 reserved seats at \$130, \$100 and \$75 each, for a season of about 65 performances, about the equivalent of \$2, \$1.50 and \$1.15 per performance.



## NEWS OF THE

## Territory

BRANCHES  
Cincinnati

Members of Tent 3, Variety Clubs, and its Ladies Auxiliary staged a joint installation ceremony and dinner dance in the Restaurant Continental, Netherland Plaza Hotel, with several hundred present. The principal speaker was George Hoover, international chief barker. The affair was preceded by a cocktail hour in the clubrooms in the hotel.

Business trips were made by Robert McNab, 20th-Fox branch manager, to Bramwell, W. Va.; George A. Kirby, Republic branch manager, to Columbus, O.; and Sam and Al Levin, Dayton, O., exhibitors, to Chicago. Ray Frisz, Chakeres Circuit, Springfield, O., and Vance Schwartz, local exhibitor, escaped the cold weather hereabouts by vacationing in Florida.

In town were Howard Minsky, Paramount division manager; Leo Greenfield, Buena Vista sales representative; Frank Decker, Allied Artists West Virginia salesman, and J. J. Shubert, New York, owner, local Cox and Shubert, who visited here with his wife while enroute to Florida.

Exhibitors in were Frank Allara, Matewan, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.; George B. Lively and C. B. Huekle, Huntington, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore, Charleston, W. Va.; Harry McHaffie, Mamet, W. Va.; Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; George Turlukis, Hamilton, O.; Harley E. Bennett, Circleville, O.; Frank Yassenoff, Columbus, O.; William Settos, Springfield, O.; Bob Harrell, Cleves, O.; and James Denton, Owingsville, Ky.

Lester Rosenfeld, exhibitor, St. Albans, W. Va., is recuperating from an illness on a Florida vacation. . . . William Burns, Warner, head booker, and May Howard will be married Feb. 12. . . . Juanita Crabtree is a new clerk in the cashier's department at U-I.

## Cleveland

Three top industry men were in town to tell the members of the press about their new pictures. Philip Dunne, director-producer of "Prince of Players," met the press at a 20th-Fox luncheon. His coming was in advance of a special deluxe opening of the picture at the Allen. Paramount was host to the press to present George Seton and William Perlberg, director and producer of "The Bridges At Toko-Ri" and "The Country Girl." Both are advocates of the fewer but better picture policy adopted by all of the major studios. They believe the movie going public will support only top

SW's Silver to Receive  
Man of Year Award

PITTSBURGH — M. A. Silver, zone manager, Stanley Warner Theatres, a veteran of 39 years in show-business, and leader in industry, civic, and communal endeavors, both on a national as well as local level, has just been named by the Junior Chamber of Commerce of Pittsburgh for its annual Man-of-the-Year Award.

This marks the first time in the 15 years of the citations by the chamber that an individual has been cited for achievement in the entertainment field. Silver was nominated for bringing Cinerama to the Warner, for his continued activities in charitable affairs, and for his policy of giving over local Stanley Warner theatres for the holding of annual world movie premieres for the benefit of the Children's Hospital of Pittsburgh.

With 11 winners in other fields of endeavor, Silver, one of the nation's top showmen, is to receive his award at the Man-of-the-Year Dinner in Hotel William Penn on Jan. 31.

pictures and that there isn't any profit either to the producer or the exhibitor in the so-called program picture. "To relieve the so-called product shortage, the exhibitor should not dissipate the good product by double featuring it," Perlberg stated. Both Perlberg and Seton are enthusiastic over their coming production of "Porgy and Bess."

Jeannie Johnson, "Sign of the Pagan" ballyhooer, was in town to stimulate public interest in the production currently playing at the Hippodrome. . . . Milton A. Mooney, head, Co-operative Theatres of Ohio, checked into his office after a six-week vacation cruise to the Orient.

Mrs. Bernie Rubin and Al Sunshine, who are continuing operation of Imperial Pictures following the recent death of Bernie Rubin, are in New York to meet the producers and distributors whose pictures Imperial distributed in northern Ohio. . . . P. L. Tanner, Film Transit Company, is back in town, having sold his Miami, Fla., home.

"Mom and Dad," Hallmark production, is playing to near capacity business in four local theatres, University, Sun, Standard, and Southern, without benefit of newspaper advertising. The Plain Dealer and News refused all copy. The Press ran copy several days and then withdrew it entirely. Card Mandor, handling the publicity for the multiple engagement, distributed 300,000 mail box heralds the first week and an additional 130,000 the second week. He also used 18 radio spots a day. The Press withdrew its acceptance of advertising copy not on the basis of the picture which, it reported editorially, "in the opinion of The Press medical writer Don Dunham is not, of and by itself, particularly objectionable," but because, in its opinion, "the widely distributed junk mail circular is bawdy, cheap and phony."

Shea Ohio managers Dale Tysinger, Ashtabula; Ray McNealy, Geneva; and Harry Buck, Conneaut, were Film Row visitors. Tysinger ran into a natural promotion recently when he brought in practically the entire Mills Brothers circus troupe from its winter quarters in Jefferson County to promote his engagement of "Three Ring Circus." The circus animals were on display in Shea's Ashtabula lobby along with their attendants to explain their habits to patrons.

Jack K. Vogel, drive-in architectural engineer, Wellsville, O., reports he has contracted with Sidney Lusk to enlarge the screen tower of his Hillside Drive-In, Marlboro Pike, Md., to a width of 108 feet. Other contracts entered into by Vogel are to increase the size of the screen tower of F. H. Durkee Enterprises North Point Drive-In, Baltimore, Md., and also with Norbert Stern, Pittsburgh, to remodel the Harmar Drive-In, Harmarville, including a new screen tower.

Robert Wile, secretary, Independent Theatre Owners of Ohio told exhibitors to be over cautious in their picture buying now that state censorship is out. He warns that the state legislature has plans to introduce new enforcement laws and extra caution should be exercised not to show any picture of a questionable nature. "Whatever possible gain there might be in showing a questionable picture now can be completely wiped out not only for you but for every exhibitor in the state," Wile states in his latest bulletin to ITO members.



Seen at the recent trade screening of Paramount's "The Bridges At Toko-Ri" in Cincinnati, were, left to right, Vin Kramer, sales representative; Joseph Blum, Mount Healthy, O., exhibitor; Herbert Gillis, Paramount branch manager; Carl Ferazza, Keith's, Cincinnati; and Robert Morrell, general manager, Shor Enterprises.



## Detroit

The first contributor to the local March of Dimes campaign, and so noted on the television newsreel, was Jack Gross, Fisher projectionist, Jack was shown on Channel 2 with a very wide grin as he dropped his money into the Grand Circus Park receptacle.

Hometown girl reception was given to 18-year-old Jeannie Johnson who returned home for a "Sign of the Pagan" plug. Miss Johnson attended Mumford High School and played summer stock at Will-O-Way. . . . Alden Smith, Mutual Theatres, has been appointed head, annual Allied Theatres of Michigan convention, to be held at Hotel Statler, here, Feb. 22 and 23.

Lloyd Turel, Jr., will be assistant manager, Cinema, serving under Sy Schechter. . . . The Senate and Crystal have been added to the growing string of Korman Theatres. . . . National Theatre Supply installed eight Simplex Perspecta sound systems.

## Indianapolis

Salesman Bennett Goldstein, 20th-Fox, has been transferred to the Cincinnati exchange, and George Condon has replaced him for zone one in the northern part of Indiana.

Milton Ettinger, head booker and office manager, U-I, who was confined to the Methodist Hospital here by an operation for gall bladder, is now at home recuperating and steadily improving. . . . George Condon, who was working near Napanee, Ind., had his car slide on the icy roads and practically wrecked but escaped injury.

Navy brass attended the Paramount preview showing of James Michener's "Bridges At Toko-Ri" at the Ritz. . . . Mary Wehring, 20th-Fox manager's secretary, spent her holidays and vacation at home. . . . New cashier at 20th-Fox is Ja Nola Wilson.

Film Row visitors were J. P. Griffis, Boswell, Boswell, Ind.; Earl Payne, William T. Studebaker, Switow Circuit, Louisville, Ky.; and E. E. Smith, Devon, Francesville, Ind.

## Pittsburgh

John H. Harris has acquired Loew's Penn from the Skouras interests. This will give the Harris Circuit another first-run outlet. Skouras recently took over operation from the Loew circuit, but their interests are not in this area. . . . The Stanley Warner gang hosted the Variety Club family night. . . . Dave Silverman, genial branch manager, RKO, was a mighty happy guy when his son, Lieutenant Mort Silverman, called from overseas and spoke to his wife and family.

Local musician David Carey, son of George Carey, backstage veteran, Penn, is now the pianist for Bill McCune's orchestra at the Hotel Astor, New York. . . . Mr. and Mrs. Bill Finkel, he being the well known exhibitor and former chief barker, local Variety Club, re-

## End of Film Censorship Saves \$20,000 a Month

COLUMBUS, O. — Cessation of censorship in Ohio is saving the film industry \$20,000 per month in censor fees, declared Robert Wile, secretary of the Independent Theatre Owners of Ohio, in a letter addressed to all film company heads.

Wile's statement came on the heels of an announcement by Dr. Clyde K. Miller, head of the state's division of audio-visual education, that he will seek an appropriation from the Ohio Legislature in order to continue the work of the division, curtailed by lack of funds. The division has been supported by fees received by the censorship of films. Miller said his department has received no funds since Dec. 6 and that a reserve fund will be exhausted by April 1. "If we don't get an emergency appropriation, we're out of business," said Miller.

Wile said that Miller's request for an appropriation from the state's general fund should be granted. "However," added Wile, "there is no reason why the film industry should be taxed to support the department."

Wile, in his letter to film company presidents, said that in the last fiscal year \$240,000 was collected in censor fees. "While it is difficult to forecast what a legislature will do," he added, "I think it is safe to say that at the very worst, even if a new censorship bill should be passed, that the fees will be cut by \$200,000 per year. When the committee hearings on new censorship bills start, your cooperation will be sought to obtain the very best witnesses to testify. we will appreciate your help."

turned home with Florida tans after four weeks down there.

Corporal Tom Budjanec, former assistant manager, Stanley, is home from Europe with an English bride, the former Barbara Loac. Budjanec has completed his hitch and will rejoin the Stanley Warner organization. . . . Harry Elwell, assistant manager, Penn, left this post to become manager, Mayflower Coffee Shop, next door. . . . Gabe Rubin, Art-Cinema owner, and operator, Nixon, reveals that the Nixon subscription rolls have dwindled to 2,500 from the 1951-52 season's 5,200 pew holders.

Matt Cvetic, Variety Club member, who was an undercover man for the FBI, will shortly release his memoirs in a book. . . . Variety Club recently toasted the Steelers football team at a luncheon, and the same evening toasted many old time boxers from this area. . . . Margie Gamble has been added to the booking department secretariat at Stanley Warner headquarters.

John H. Harris will go to New York to accept the Papal Award of the Knights of the Order of Malta at a ceremony in St. Patrick's Cathedral. . . . The Harris Circuit's veteran manager, John O. Hooley, ailing at his home, celebrated his 81st birthday, first time in 60 years

or longer he has been off the job on his birthday.

Ed Fahey's wife, he being manager, Shea's Fulton, remains seriously ill in New Hampshire, and Bernie Hickey will continue on at his old managerial post. . . . In the selection of Pittsburgh's Harold V. Cohen as the year's outstanding motion picture critic, the Hollywood Screen Directors Guild went right to the top. Cohen is one of the best, and richly merits the honor of following The New York Times Bosley Crowther as the second annual selection. He'll accept the award at a banquet in the Los Angeles Biltmore on Feb. 13.

The Green family, who operate the recently renovated Beacon, now called the Guild, were happily surprised when Tyrone Power, who was appearing in person at the Nixon, dropped in to see "Romeo and Juliet" and made himself known. . . . Henry Burger, advertising and publicity director, Stanley Warner, got back on the job recently after a mid-winter vacation.

Peter Lind Hayes and Mary Healy, stars of motion pictures, radio, and TV, were hosted recently at the Variety Club. Ex-boxing champ, Barney Ross, their publicity director, was all excited over the sale of his life story and hoping they'll get Marlon Brando to play him. . . . Jean Fleishman, secretary to Stanley Warner booker Saul Bragin, and Bob Banze, auditing department, surprised everyone by becoming Mr. and Mrs.

## Ohio Columbus

Business up to five times greater than normal was registered by the eight local neighborhoods showing Howard Hughes' "The French Line," which had been banned by the Ohio censor board. The film opened first-run showings at the Beechwood, Esquire, Main, University, Cleve, Lane, Parsons, and Westmont.

## Port Clinton

Al Ochs, who operates drive-ins at Port Clinton, O.; Mansfield, O.; and Cleveland, has acquired the Clinton indoor theatre at Port Clinton from Meyer Fine, Associated Theatres. Charles Maracek, Ochs' son-in-law, is associated with him.

## Toledo

The industry was shocked to learn of the sudden death of Howard M. Feigley, 67, known in Toledo as the dean of theatre managers. He was taken ill while at dinner at the Commodore Perry Hotel with Columbia starlet Dianne Foster, who was in on a personal appearance tour. Rushed to St. Luke's Hospital, he died two hours after being admitted. Feigley was born in Columbus, O., where as a youth he started in the movie business as an usher. In 1921, he was offered the job as manager, Rivoli, here. He remained manager for over 33 years. He also managed the Palace and the Pantheon and was district manager, Skirball Brothers Circuit, northwestern Ohio. Surviving are his wife, a son, and a granddaughter.



## NEWS OF THE

## Territory

## Chicago

Philip Dunne was in for a series of promotional activities on behalf of 20th-Fox's "Prince Of Players." He engaged in several press interviews and TV and radio appearances discussing the production.

"The Ticket," film participated in by 50 police "actors," including a woman on the force, was made to instruct rookie cops how to arrest speeders and handle the resulting paper work. . . . The City, Granite, Ill., closed for two years, was relighted by St. Louis Amusement Company. . . . John G. Heywood, 71, veteran theatre operator, Richmond, Wis., died.

Mrs. Tom Flannery, wife of the president, White Way Electric Sign and Maintenance Company, and Mrs. John Balaban, wife of the B and K chieftain, attended a reunion of wartime "buddies" who were pioneer volunteer workers at the Servicemen's Center, which gave Chicago the rating of the "GI's Heaven" during World War II. . . . Mr. and Mrs. Wendall Stead reopened their Ford, Griggsville, Ill., following improvements.

The County Board will ask the Illinois legislature for power to censor motion pictures in unincorporated areas, which means showings at the drive-ins. The censorship, according to William N. Erickson, chairman of the board's legislative committee, would be handled by a group consisting of the sheriff, the chief of county highway police, and three citizens, one of whom would be a clergyman. "This is a must," declared Erickson. "A large proportion of drive-in theatregoers are children and young persons who should be shielded from salacious films." He mentioned showings last summer of "The French Line," banned in Chicago. John E. Babb, sheriff at the time, attempted to forbid showing of the picture in unincorporated districts but found himself without authority to do so. His protests availed, however, and the film was eventually withdrawn.

Perry Hoefler closed temporarily his Orpheum, Quincy, Ill. . . . Bell and Howell named John P. Buchan controller, succeeding Lee C. Andrews, resigned, and John N. Lattner, assistant controller. . . . Harry E. Hoag, 65, Momence owner, Momence, Ill., and former Momence councilman, died in his home. His wife survives.

Louis (Props) Hemrich, 86, theatre property man for 56 years, died. A son survives. . . . Max Brodsky, U-I country salesman, was given a farewell party and gifts on his retirement. . . . Fred M. Young received the cooperation of the Commercial Club to keep open the Norton, Mascoutah, Ill. . . . Producers Bill Perlberg and George Seaton came for the "Bridges of Toko-Ri" preview.

Manufacturer Bill MacDonald flew to California to sponsor golf tournaments for benefit of the Motion Picture Relief Fund. . . . Reggie Dombeck was named by the local U-I office for special promotions for "So This is Paris" in department stores and on TV. . . . Publicist Max Cooper and his wife chose Puerto Rico for a vacation.

Edward F. Mooney, 64, projectionist at the Bel-Park since its opening about 28 years ago, died after four months illness in the hospital. His wife and a son survive. . . . John Clark, salesman for Allied Artists Pictures of Illinois, Inc., visited a son in Marysville, Cal. . . . Jim Reavy was named manager, reopened Esquire, Springfield, Ill.

B and K topped the spirited bidding for "The Country Girl," scheduled to open at United Artists in February. . . . Having handled successfully the nuptials for Jack Webb and Dorothy Towne, Frank Casey, Warner press agent, is taking a long vacation.

Officers and directors of Variety Club of Illinois, at a recent meeting, decided on scheduling regular monthly meetings of both the membership and directors. This is in line with one of the aims expressed by Jack Kirsch, chief barker, to help encourage greater membership interest in Variety Club's activities for the 1955 season. Installation of 1955 Variety Club officers and directors will be held March 7 in the Congress Hotel, and arrangements are now in the hands of a committee headed by Nat Nathanson, first assistant chief barker.

The Chicago Council, Boy Scouts of America, which is conducting its 1955 campaign for funds has again appointed Jack Kirsch, president, Allied Theatres of Illinois, chairman of the theatre and amusement division in the drive. In a letter to all branches of the local amusement industry he pointed out the important year around activities of that organization which, he said, results in a magnificent job for the youth of America.

Reports from Governor Stratton's office in Springfield, Ill., indicate that his proclamation of "Go to the Movies in January" is spreading across the nation. The governor said motion picture theatres of Illinois "represent an

important and unique activity, not only as progressive enterprises, but also as a community service."

Will Snow was named Washington Square manager, Quincy, Ill. . . . Tom Thompson was transferred from Elwood, Ind., by Syndicate Theatres to manage the Columbus Drive-In, Crump, Mode, and Rio, Columbus, Ind.

With a gross of \$2,500,000 to date, "This is Cinerama" is continuing at the Palace with large blocks of sales to conventioners. . . . George Askounis reopened the remodeled Towne, Midlothian, Ill., which had been closed for a year, with William Nixon and William Kane as managers.

Filmack Laboratories granted its technicians and cartoonists a 10 per cent wage increase retroactive to Sept. 1, 1954. . . . Adam Goelz, hailing from Chattanooga, Tenn., was named Roxy manager, Franklin, Ind. . . . Officials of Alliance Theatres Corporation, including Pete Panagos, Robert Bachman, Dino Tukekis, and Herb Sullivan, went to Anderson, Ind., to confer with Edward Kennelly on the sales drive in that territory.

Chicago may be starting to return to its past glory as a picture producing center. The Kling studio, occupying a former armory, with 85,000 square feet of floor space, is as exciting as a Hollywood studio. The company is starting the first of three major films for 1955. The picture, "Miracle at Santa Anita," stars Jack Carson, in SuperScope and color, and is directed by David Butler. Kling Picture Productions is an outgrowth of the Kling TV film productions. It acquired the former Charles Chaplin studio, with 122 buildings and four sound stages, in Hollywood.

Mrs. Kate Lipstein, 82, mother of the late Louis Lipstone, general musical director for Paramount, died. She was an active member of several charitable organizations. Survivors are a daughter, a brother, and a sister. Interment was in Rosehill cemetery. . . . Max Roth, Capitol Film Company, was accorded a "Martin Luther" franchise.

## Dallas

H. C. Houston, 81, veteran showman in Texas, died. The shock of the news



Paramount central division manager Bryan D. Stoner, former Quartermaster First Class, USN, recently held a luncheon preceding the special preview of Paramount's "The Bridges At Toko-Ri" for 2500 Chicago civic leaders, publicity contacts, and exhibitors. Seen, left to right, are Captain V. Counihan; Captain J. Horney; Stoner; Admiral D. Gallery, Chief of Naval Reserve Air Training; Captain U. Taylor; and Marine Lieutenant Colonel B. Campbell.



was considered the cause of the death of his son-in-law, H. K. Phillips, 59, who passed away less than 24 hours afterwards. Houston was survived by two sons, a daughter, and several grandsons. Neal and Clyde, the sons, both in showbusiness, are also active members of the Variety Club of Dallas. Houston started in the movie business in Sherman, Tex., in 1911. He later went into business in Memphis, Pittsburgh, and Rust, and in recent years operated the Trinity here before he retired. He was one of the oldest exhibitors in the state in the number of years in the business.

A. T. Deutsch, relief operator, Major and Avenue, Phil Isley houses, for several years, died recently. . . . Dallas' Love Field was abounding with prominent movie folk. While between planes, Pat O'Brien, May Wynn, Wayne Morris, Elaine Stewart, Dean Jagger, Walter Pidgeon, John Lund and wife, Dorothy McGuire, Mercedes McCambridge, and Claire Trevor were seen in the terminal.

The annual midwinter convention of Rowley United Theatres was held at the Adolphus Hotel, with all partners and city managers in attendance. John Allen, district manager, MGM, was the key speaker at the convention luncheon for all of the film company branch, district, and division managers. A cocktail party was given for the delegates by Alexander Film Company, Colorado Springs, Colo. More than 90 Rowley partners and managers were in attendance at this meeting.

Pat Sells, Disney Productions, recent bride of Herbert McBride, was honored with a miscellaneous shower. . . . C. C. Caldwell, owner, Star Drive-In, Eunice, N. M., has reported CinemaScope is now installed at this site. . . . A visitor on the Row was Albert E. Sindlinger, Ridley Park, Pa.

## Denver

More than 250 exhibitors attended the first of the 1955 MGM Workshops held here. This was more exhibitors than have been in Denver at any other time. Emery Austin, MGM executive, New York, presided and made the principal talk. Theatre men were enthusiastic in their praise of MGM's efforts along the ticket-selling line. During the Workshop session, Gov. Ed. C. Johnson issued a proclamation naming January as "Go to the Movie Month." On the day following, COMPO held their annual luncheon for state legislators. About 400 were at this meeting. George Murphy, MGM good will ambassador, spoke and told of efforts of producers in providing better entertainment for the public. Following the luncheon, Rocky Mountain COMPO held a short business session presided over by Pat McGee, president, with he and Sam Feinstein, theatre owner, telling of accomplishments and aims of COMPO and urging support at five cents a seat. The two days ended with a dinner-dance by Variety Tent 37. All of the sessions were held at the Cosmopolitan Hotel.

The Denver Post is adding a new department, headed by Bruce Hamby, assistant managing editor, that will cover films, drama, radio, television,



A gala "Young At Heart" party was held recently at the Central YMCA, Denver, under sponsorship of The Rocky Mountain News, the Denver theatre, and the Hi-Y group of the YMCA, and proved excellent bally for Warners' "Young At Heart." Seen, left to right, are Paul Lyday, public relations director, Fox Intermountain Theatres; Joe Flood, Denver disc jockey; and the costume winners, Joey Richey and brother Tony.

and other special events. Robert K. Tweedell has been made drama critic and Thompson R. Watt radio and television editor. Betty Craig, long-time drama columnist, remains. Alex Murphree, former drama critic, has been moved to rewrite.

George McCool, office manager, United Artists, is entering his 48th year in the business. McCool, office manager here for 15 years, has been with United Artists 22 years, coming here from Omaha.

Edward J. Mapel, city councilman for 12 years, owner, Gem and Colorado, will again run for the Council post. He was twice president of the City Council.

C. U. Yaeger, Atlas Theatres president, went to California and will be there about three months. . . . Heading for 20th-Fox's sales meeting in San Francisco were branch manager V. J. Dugan and salesman George Tawson, Paul Snoddy, and Dick Fulham. . . . Mr. and Mrs. Harold Olson, Sidney, Neb., and Mr. and Mrs. Kenneth Swartz, Red Cloud, Neb., are building a 400-car drive-in at Florence, Colo., getting ready for an early spring opening.

## Kansas City

Chic Evens, 20th-Fox publicist, left for Las Vegas, Nev., to attend the wedding of his daughter, Sheril, to Erwin Goldman, newspaperman with The Los Angeles Times. The wedding is scheduled to take place at the Last Frontier wedding chapel. . . . Nick Sonday, general manager, Consolidated Agencies, has been in Research Hospital for observation and a complete checkup. Max J. Rosenberg, Onyx Pictures Corporation, New York, was a visitor at Dixie Enterprises.

Bud Troug, office manager, United Artists, has announced that the local exchange is in first place in the current Bob Benjamin Drive. . . . Gene Sichelman, home office representative, Columbia, has been a visitor at the local exchange for several weeks.

Harold Wirthwein, Allied Artists western division sales manager, and Roy

Brewer, in charge of exchange operations, were in visiting at the local exchange. . . . Harry Gaffney, owner and operator, Dixie Enterprises, left for New York to attend a franchise holders meeting with Moe Kerman, Favorite Attractions, Inc.

Woody Longan, for the past five years with Durwood Theatres as film booker, has resigned his position. He took over as assistant to Lloyd Morris, film buyer, Commonwealth Theatres. He will supervise film buying for those theatres served out of exchanges other than Kansas City. . . . Film Row visitors were Jay Wooten, Hutchinson, Kans.; Bernard Hoss, Ness City, Kans.; L. M. Blakeman, Cimarron, Kans.; Walter Eisenhaur, Slater, Mo.; Max Davis, Lyons, Kans.; Nick Kotsis, Holden, Mo.; and W. C. Mosher, Blue Mound, Kans.

MGM's "1955 Motion Picture Theatre Celebration" was officially acknowledged today by Mayor William E. Kemp in a proclamation issued to William Gaddoni, MGM manager.

## Los Angeles

Mel Rapp, executive vice-president, Apco, Inc., manufacturers of automatic soft drink cup dispensers and hot beverage vendors, announced a special showing of the complete line of Soda Shoppes, Coffee Shoppes, and combination Coffee-Soda Shoppes will be held on Jan. 22-23 in the Hotel Statler here. More than 1,000 operators, bottlers, and theatre concessionaires from the 11 far western states will attend this showing. The showing is being held in Los Angeles, according to Rapp, to give those who didn't have the opportunity to visit the NAMA Convention in Washington the chance to see the new Apco line. In addition to Rapp, Stan Rheeling, vice-president and western divisional manager; Bert Farmer, representative for the northwestern states; and Jack Dollagan, representative in New Mexico and Colorado, will be on hand to greet all visitors.

After more than half a century as a showcase for stage and screen presentations, the famous landmark, Mason Opera House, is to be razed in order to make way for a sorely needed parking area in the downtown Los Angeles business district. In recent years the house has been operated by Frank Fouca as a Spanish language theatre, but in its early days it played host to such famous stage names as John Barrymore, E. H. Southern, Richard Mansfield, Geraldine Farrar, and many others. . . . John Lavery, executive aide to the late president, National Theatres, Charles P. Skouras, has been appointed to a similar post on the staff of Edwin F. Zabel, FWC general manager. Another top echelon change found John Hodges transferred from Zabel's staff to the National Theatres treasury department.

Nick Estrada, Spanish language booker, has moved into new offices along the Row. . . . George A. Smith, Paramount's western division sales manager, returned from a business junket to Salt Lake City. . . . Ailing at home was Jean Warner, contract clerk, Warners. . . .



Walter Bibb, Excelsior Pictures, returned to his New York headquarters after huddling with Nat Tanchuck on western territory distribution plans for his nudist-colony film, "Garden Of Eden."

## Milwaukee

Miner Amusement Company has sold the Lake, Chetek, Wis., to John Mowry, recent owner of the theatre at River Falls, Wis. Mowry was also formerly located at Minneapolis. . . . Eph Rosen, formerly MGM branch manager, and recently assistant branch manager, Minneapolis, has been transferred to the Des Moines branch for a month on special assignment.

The following theatres in Wisconsin have installed CinemaScope, Augusta, Augusta; Rex, Beloit; Warren, South Wayne; and the Salem, West Salem. . . . Ben Brown, pioneer theatre owner, Viroqua, Wis., has left for his annual vacation to Glendale, Cal. . . . Harry Sletter, owner, Mondovi, Mondovi, Wis., has appointed Hjalmar Terland as manager, as Sletter is moving to Columbus, O., as a representative for a film ad company.

C. C. Noecker's Durand, Durand, Wis., is just completing an extensive remodeling program of his theatre. . . . Rudolph Poeske has closed the Marathon, Marathon, Wis., owing to poor business. . . . Johnny Mednikow, manager, National Screen Service, has postponed his hospital operation due to a special invitation from Herman Robbins for Johnny and wife to spend a week of business and pleasure on Robbin's yacht, the Ambler, docked in Miami, Fla. . . . Chuck Schmidt, former booker, Warners, is now booking at 20th-Fox.

Lenore Pestashnick, former receptionist, is now contract clerk, 20th-Fox, replacing Arline Matter, who resigned to move to California. Both Ed White, cashier, and Erma Momesen, contract clerk, observed birthdays. White also observed his wedding anniversary. . . . The Royal is featuring wrestling matches every Wednesday at popular prices.

Dave Goldman, Standard Theatres, is vacationing in Florida. . . . Irene Preston, former secretary, Wisconsin Allied, was on jury duty. . . . Gordon Hewitt, general manager, Fox-Wisconsin Amusement Corporation, was appointed state chairman, March Of Dimes theatre collections.

L. F. Gran Enterprises advises that they anticipate opening the recently acquired Century on about Feb. 1.

Henry Rozga has been elected president, Milwaukee Motion Picture Commission, succeeding Valentine J. Wells, who served as president for eight years. Wells was chosen executive secretary; Robert P. Druecker, treasurer; and Erwin Nickel, vice-president. The commission appointed 18 aides to assist in screening pictures.

## Minneapolis

John Arthur is the new assistant in the advertising department of Minnesota Amusement Company. . . . Harry Weiss, RKO Theatres district manager, visited situations in Omaha, Des Moines, and Waterloo, Iowa. . . . Sam Gorelick, RKO



Recognizing officially MGM's 1955 Motion Picture Theatre Celebration for Green Bay, Wis., Mayor Dominic Olejniczak recently proclaimed January as "There's More Fun At The Movies Month." Surrounding the Mayor from left to right are Russell Leddy, manager, Orpheum, Green Bay; Harold Klika, manager, Bay; and E. R. Brennan, district manager, Standard Theatres, operators of the Bay, Time, and West, Green Bay.

district manager, and Ben Marcus, Columbia midwest district manager, were in. . . . Also in was Ivan Fuldauer, MGM midwest press representative.

Reelfellows Club, organization of film salesmen, will have its annual dinner-dance and variety show on April 23 at the Nicollet Hotel. Don Halloran, 20th-Fox salesman, is in charge of arrangements. . . . Madeline Dunn, bookkeeper, 20th-Fox, for 34 years, retired. . . . Clara Ferguson, 20th-Fox stenographer, resigned to move to Los Angeles. . . . B. A. Bengtsson plans to sell his Saturn, Pierpont, S. D.

Variety Club of the Northwest had its annual induction of new officers and board members Jan. 10 at its club rooms in the Nicollet Hotel. . . . Muriel Olson is the new clerk, 20th-Fox. . . . Chick Evans, 20th-Fox exploiter, was in for "Prince of Players," State, Minneapolis, and Paramount, St. Paul. . . . 20th-Fox salesmen accompanied branch manager Sol Malisow and district manager M. A. Levy to Kansas City for a sales meeting.

"Reaching From Heaven," which Northwest Theatre Service is distributing in this area, had its area opening at the Town, Fargo, N. D. Five more openings have been set, according to Bill Soper, Northwest Theatre Service. . . . Recent out-of-town exhibitors on the Row were E. Schweigerdt, Miller, S. D.; B. A. Bengtsson, Pierpont, S. D.; J. W. Thies, Bowbells, N. D.; Mrs. Van Tassel, Watertown, Minn.; Lawrence Wiesner, Cannon Falls, Minn.; and Al Smith, Rochester and Winona, Minn.

Plans for expansion of television facilities into Grand Forks and Bismarck, N. D., were announced by John W. Boler, president and general manager, North Dakota Broadcasting Company. . . . Opposing counsel in the \$576,000 federal anti-trust action brought by William and Sidney Volk against eight major film companies and two theatre circuits are preparing summation briefs for submission to Judge Gunnar H. Nordbye in Federal District Court. The trial ended after more than two weeks of testimony, and the court set an April 15 date for briefs in the case.

North Central Allied has changed the date of its annual convention from May 9-10 to May 2-3, it was announced by Stanley D. Kane, NCA executive counsel. The convention will be at the Nicollet Hotel. . . . Miner Amusement Company has sold its Lake, Chetek, Wis., to John Mowry, formerly operator, Falls, River Falls, Wis. . . . Cal Nygaard, general manager, Home Theatres Circuit, has taken over the film buying and booking.

Burt and Freeman Parsons who operated theatres in Springfield and Sauk Centre, Minn., on a partnership basis, have divided the two properties with Burt taking over the Springfield house and Freeman becoming sole owner of the Sauk Centre property. A third house at St. Cloud, Minn., will be continued on a partnership basis.

## Oklahoma City

Governor Raymond Gary of Oklahoma issued a proclamation declaring February "Go To The Movies Month." The official state recognition of the industry's efforts to stimulate attendance at the theatres was read to approximately 150 managers of Video Theatres in session here. Copies of the proclamation were immediately photostated and given to all delegates attending the Video meeting. In addition, Mike Simons, MGM customer relations director, who came on from New York especially to talk to the theatre men, is having additional copies made up and sent to every theatre in the state for display in lobbies, boxoffices, or in frames outside theatres. Simons also discussed the new array of MGM product and announced that he would hold a Ticket Selling Workshop in this city at the Biltmore Hotel, March 30.

## St. Louis

Funeral services for Sol J. Hankin, veteran theatreman, film salesman, and independent exchange owner, were conducted at the Rindskopf Chapel. Hankin, who was 72, retired about two years ago because of ill health. He is survived by a brother.

Lester R. Kropp, president, Missouri-Illinois Theatre Owners, an affiliate of the TOA, has announced the membership of the 1955 permanent committee that will function for MITO. Kropp is co-general manager, Fred Wehrenberg Circuit. The committees are legislative, Phil Nanos, chairman, and Senator Edward V. Long, Arnold Gould, and Harold Farmer; annual convention and trade show, Bess Schuller, chairman, and John Meinardi, A. D. Magarian, Louis Ansell, and L. J. (Bill) Williams; Lake of Ozarks joint meeting with Kansas Missouri Theatre Association, Tom Bloomer, chairman, and Tommy James, William Kaimann, Harry Miller, Tom Edwards, Jr., and A. D. Magarian; membership, Paul Krueger, chairman, and Edward B. Arthur, Charles Goldman, Pete Medley, Pete Gloriod, Kenneth Hirth, Eddie Clark, Clyde Metcalfe, and Robert E. Johnson; board meetings arrangements, L. J. (Bill) Williams, chairman, and Russell Armentrout, Frank Plumlee, Louis Jablonow, Bill Griffin, Loren Cluster, Warren Pirtle, Frank Henson, and Howard Zulauf,



Tom Bloomer, Belleville, Ill., is the MITO member on the TOA executive committee, while the MITO members on the TOA board of directors are Lester R. Kropp, Tommy James and Paul Krueger, all of St. Louis. At the January meeting of the MITO officers and directors, it was voted to make honorary members of Arnold Gould, resident manager, Jefferson City, Mo., Durwood Theatres; Jim Castle and Frances Lohmeyer, Paramount publicity staff; and David F. Barret, St. Louis correspondent for trade publications. The meeting went on record as recommending to the membership of MITO their attendance at the second annual convention of the National Allied Drive-In Theatre Association at the Chase Hotel here on Feb. 8, 9, and 10. It was decided to have the February meeting of the MITO officers and board held in the new headquarters of the St. Louis Variety Club. Participation by MITO members in the annual G.I. Pal Dinner of Belleville, Ill., to be staged at the Scott Air Force Base, also was brought up. Edward B. Arthur, immediate past chief barker, St. Louis Variety Club, announced that the Variety Club in cooperation with MITO was sponsoring a buffet dinner, dancing, and entertainment in the new quarters of the Variety Club that would also be a celebration of the 50th wedding anniversary of Joseph and Esther Ansell, Ansell Brothers Theatres. President Kropp named a special committee to work on the Red Cross annual membership enrollment campaign. This committee includes Frank Henson, Lou Ansell, Bill Kaiman, Tommy James, and Kropp.

The Reverend Daniel A. Lord, S.J., who wrote the Production Code of the Motion Picture Producers Association in 1929, and national director, Eucharistic Crusade of Knights and Handmaids of the Blessed Sacrament, died of cancer at St. John's Hospital. He was 66 years old.

Mrs. Hannah Tobin, who died at her home recently, was the owner of the Capitol, Waterloo, Ill., which had been operated by Charles Goldman. She was the widow of the late James J. Tobin and the mother of the late Thomas C. Tobin, prominent as a film exchange manager and salesman and, later, a theatre owner, an associate of the Frisina interests and Goldman. She is survived by a daughter and two grandchildren.

In Jacksonville, Ill., Howard F. Busey recently sold his stock interest in the El Fran Theatres, Inc., owner, Times; Plaza, Marion, Ill.; and Star, Benton, Ill., to his business associate in that company, Benjamin M. Montee. Montee will continue to operate the three theatres. Busey and one of his partners in the Central Amusement Company, operator, 67 Drive-In, Elmore Suter, have purchased the stock interest in the drive-in from their partner, Edward Bonascorsi, who is retiring from the theatre field to devote his entire time to the Corner Drug Store.

In Highland, Ill., it has been learned that Oliver Winet, owner, Air Park Drive-In, 300-car project, may resume operations of that project on his own account. The drive-in has been operated by Adolph P. List, Carlyle, Ill.

David Arthur, head booker, Fanchon and Marco-St. Louis Amusement Company circuit, was installed as the 1955 chief barker, Tent 4, Variety Clubs International, along with the other officers at a luncheon meeting that marked the formal opening of the club's new headquarters in the Chase Hotel. Other officers are first assistant chief barker, Al Poos; second assistant, Gordon Halloran; dough guy, Joseph Ansell; and property master, Jim Goldsmith. The members of the 1955 crew in addition to the officers are Lester R. Kropp, Tommy James, Harold Koplar, John Meiniardo, Tony Blust, and James H. Arthur.

Wayne W. Stephenson, Paramount salesman, as president, St. Louis Loge 19, Colosseum of Motion Picture Salesmen of America, has announced the appointment of the following 1955 standing committees, executive, Bob Lightfoot, Allied Artists, and Hugh Nesbitt, Universal-International, to serve with Stephenson, vice-president Jim Hill, Warners, and Lou Ratz, RKO; grievance, William W. Sharpe, Paramount, chairman, and Arthur McManus, 20th-Fox, and Edward J. Stevens, United Artists.

The January meeting of the Better Films Council of Greater St. Louis, Inc., was held in the Scruggs-Vandervoort-Barney Auditorium. This was the fourth of a series of meetings on the general theme, "Motion Pictures—New Horizons," and was open to the general public. Mrs. Gustav F. Goetsch, Council president, presided.

Robert Lippert, Lippert Pictures, was the guest of honor at a luncheon meeting at the Sheraton Hotel, arranged by Herman Gorelick and George Phillips, co-owners, Realart Pictures of St. Louis, Inc., which handles Lippert films in the territory. Prior to the luncheon there was a special screening of Lippert's "They Were So Young" in Ruby S'Renco's Art. A number of exhibitors were invited to attend, including Tom Bloomer, Belleville, Ill.; Izzy Wienshienk, district manager, Publix Great States, Alton, Ill.; Edward B. Arthur and David Arthur, Fanchon and Marco-St. Louis Amusement Company; Andy Dietz, general manager, Cooperative Theatres; John Meinardi, district manager; and Russell Mortenson, chief booker, Fox Midwest Theatres; and Lester R. Kropp, co-general manager, Fred Wehrenberg Theatres Circuit, and president, Missouri-Illinois Theatre Owners.

It has been learned that the Jablonow-Komm Theatres contemplate an extensive modernization for their New Shenandoah. . . . Tom Bloomer, Bloomer Amusement Company, Belleville, Ill., has revealed that the circuit plans the installation of larger screens at the Starlight Drive-In, Alton, Ill.; Skyview Drive-In, Belleville, Ill.; and the Centralia Drive-In, Centralia, Ill. . . . Other CinemaScope installations included the Ritz, Van Buren, Mo.; Winona Drive-In, Winona, Mo.; Times, Memphis, Mo.; and Okaw, Findlay, Ill.

Ray McCaffery, manager, Republic, was rushed to St. Mary's Hospital for an emergency appendectomy. He has made an excellent recovery.

## San Antonio

Burl Lovelace, Allied Artists' salesman, was a recent visitor to the city calling on the local exhibitors from the Dallas exchange. . . . Keven Genther and George Nichols, public relations officials, MGM, out of Hollywood, were in for a brief visit.

Kenneth Holmes, advance man, Republic, was in en route to Brackettville, Tex., where his studio shortly will begin building the replica of the Alamo, shrine of Texas liberty, for a new film.

The Granada, Plainview, Tex., managed by C. E. McSwain, has installed CinemaScope equipment. . . . Carl Henderson, manager, Aztec, Henderson, Tex., has announced that the project of installing CinemaScope has been completed. . . . A luncheon reception was being planned to honor Leroy Bickel, MGM exchange manager, and Louis Weber, manager operations, on their visit to Houston, Tex. . . . CinemaScope has been installed at the Texas, Haskell, Tex., according to B. L. Haley, manager.

## Seattle

Paramount held a special preview showing of "The Bridges At Toko-Ri" at the Varsity. It was well-attended by exhibitors, air force and naval officials, radio and TV personnel. . . . Celia Blatt, 20th-Fox booker, returned from her Hawaiian vacation; but stopped at the studios enroute home long enough to see the forthcoming "Soldiers of Fortune," starring Susan Hayward and Clark Gable. . . . J. M. Hone, executive secretary, Theatre Owners of Washington, Northern Idaho, and Alaska, is attending the state legislative sessions that are relevant to legislation affecting theatres and the motion picture industry as a whole. Hone has attended every session of the legislature since 1923.

Reville Kniffin, 20th-Fox assistant division manager from Los Angeles, left after visiting the local office. . . . Theatre Owners of Washington, Northern Idaho, and Alaska held a closed membership meeting at the Jewel Box Preview Theatre of B. F. Shearer Company. . . . Zollie Volchok, Northwest Releasing Corporation, has returned from a trip to Portland, and salesman Al Larpen-tour is back from an eastern Washington tour. . . . Republic salesman Dave Dunkle made a trip north to Bellingham and Blaine, Wash. . . . W. R. (Bill) Tomlinson, formerly salesman, Republic, in San Francisco, has moved his family to Seattle, where he will now reside. As Northwest representative for Walt Disney's Buena Vista organization, he is establishing local headquarters.

Film Row visitors included Florence Benson, Island, Friday Harbor, Wash.; Paul A. Volkman, Liberty and Dickon, Wapato, Wash.; and Mike Powers, 20th-Fox eastern Washington salesman.

The recent opening of the new University branch of the Washington Mutual Savings Bank was highlighted with a bank-sponsored free children's matinee in both the Egyptian and Neptune. The show for the youngsters was presented as part of the bank's open house celebration.



## NEWS OF THE

## Territory

Boston  
Crosstown

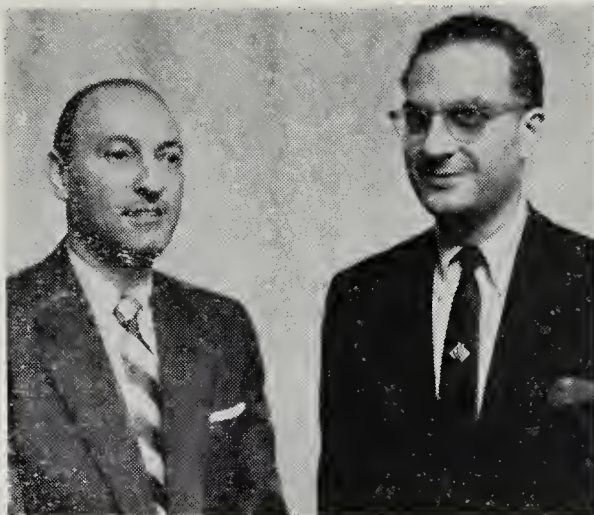
This city was selected by David O. Selznick to show his newly re-edited print of "Tom Sawyer." The special invitational and public screening was held at New England Theatres' Capitol, Allston, Mass., for a cross section of theatre patrons. Selznick himself remained in the theatre to check the audience reaction on the film, made in 1937 and now cut and revised with a new color print. Prior to the evening screening, Selznick met a group of representative buyers, bookers, circuit heads, and independents at a cocktail party at the Ritz Carlton hosted by Joseph E. Levine, Embassy Pictures Corporation. He told the group that the purpose of his visit was to decide whether to re-issue the original print or to re-make the picture altogether. The re-make will cost a matter of \$4,000,000, he said. "This is the number one American classic," he told the exhibitors. "Tom Sawyer" is a family audience picture and the educational possibilities are limitless. The PTA groups, schools, colleges could cooperate with the release, because of the place of idolatry Tom Sawyer has in the libraries and homes of the American public."

James "Red" King, ebullient publicist for Cinerama here, has been sent to Buffalo to lay the ground work for the exploitation of "This Is Cinerama" when the film opens at Shea's Teck around March 1. Between now and the opening date, King will be back and forth to Buffalo.

In connection with their two latest pictures made for Paramount, William Perlberg and George Seaton visited for press interviews. Arnold Van Leer, publicist at Paramount, staged a cocktail party for the two producers at the Sheraton-Plaza Hotel. The following day, Tony Curtis, starring in "Six Bridges To Cross," arrived in town with his wife, Janet Leigh, for radio and TV appearances. John McGrail, U-I publicist, arranged a large cocktail party for the stars at the Ritz Carlton Hotel.

Walter A. Brown, chief barker, Variety Club of New England, has announced that Rudolph F. King, Massachusetts registrar of motor vehicles, has been unanimously chosen to be the recipient of the Great Heart Award, presented annually to the individual who has done the greatest amount of good for the greatest number of people. King will receive the citation at a banquet to be held in the early spring, sponsored by the Variety Club, with executive director William S. Koster in charge of arrangements. King has long been a tireless worker for the Jimmy Funds and has served on the committee for several years.

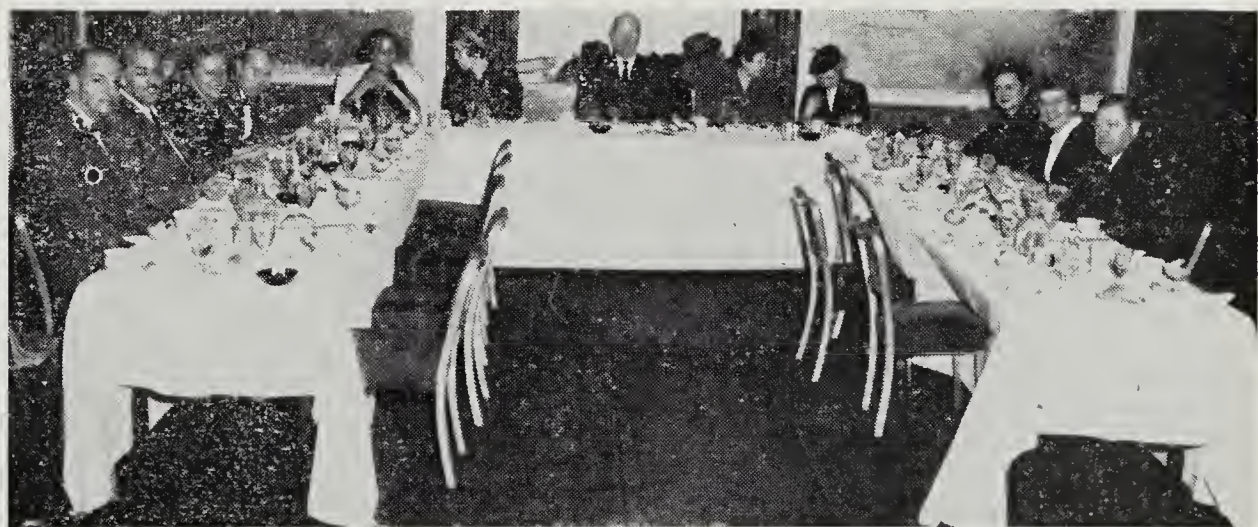
Lawrence "Larry" Wallace, concessions manager, E. M. Loew Theatres, is in



William Koster, executive director, Jimmy Fund Drive, and Theodore Fleisher, co-chairman, 1954 campaign, are seen recently after spearheading the successful \$430,435.49 drive benefitting children suffering from cancer. Fleisher is president, Interstate Theatres Corporation, and traveled into every state in the territory to personally direct the committees in the various cities and towns.

Winthrop Hospital, Winthrop, Mass., for an operation. . . . The parking problem at the State, East Milton, Mass., was solved when manager Maurice Sidman approached the officials of the Milton Savings Bank, located directly across the street, and asked for their cooperation. As the theatre has no parking lot and the bank had recently acquired a sizeable area for its own parking, the bank officials agreed to allow the theatre patrons to use the space in return for a trailer to be flashed on the screen at each performance. The trailer mentions the services of the bank and also gives full credit to the bank for the parking favor.

Irving A. Isaacs, president, Independent Exhibitors, Inc., of New England, the unit of National Allied, has appointed Norman Glassman and Leslie Bendslev as co-chairmen of the nominating committee for 1955. Melvin Safner, Ted Rosenblatt, and Edward Lider were asked to be on the committee. This group will select a slate of officers to serve for the year. The officers will be elected at the annual meeting to be held on March 1.



In connection with the recent press screening of Allied Artists' "Tonight's The Night," the above luncheon was held in Boston with film critics all briefly interviewing Barry Fitzgerald, starred in the film, via long distance telephone. Seated around the table left to right, are J. M. Davenport, importer of Austin-Healey cars seen in the film; George Roberts, Rifkin, Circuit; Fifi Harding, MOTION PICTURE EXHIBITOR area correspondent; Robert Taylor, Boston Herald; Prunella Hall, Boston Post; Elinor Hughes, Boston Herald; Don Messenger; Marjory Adams, Boston Globe; Peggy Doyle, Boston American; Alta Maloney, Boston Traveler; Priscilla Fortescue, Station WEEI; and Harry Goldstein, Allied Artists' publicist.

Eliminations announced by the Bureau of Sunday Censorship included "The Black Pirates," parts 1 to 8, (Deletions: Eliminate entire song starting with lyrics "I want love," in part 2; eliminate song starting with lyrics "I want love," in part 4; eliminate dialogue, "Listen to the one who has brought the shame of lust to our village," in part 5.) (Lippert). "Destry," parts 1 to 11, (Deletions: Eliminate close-ups of Brandy's breast exposure after fight, in part 4.) (U-I)

Mr. and Mrs. Michael A. Fasano, Cummings, Fitchburg, Mass., celebrated their 40th wedding anniversary. Fasano was formerly a photographer. The couple have seven children and nine grandchildren.

## Film District

Funeral services were held for Maurice N. Wolf, retired public relations representative, MGM, at Temple Sinai, Brookline, Mass. Wolf died at Baker Memorial Hospital after a brief illness. He was 75. Born in Texas, he came to Boston 30 years ago and was branch manager, MGM, for many years. Later he was given the post of public relations representative when he toured the country addressing various groups on the industry. He retired from active duty a year ago. He is survived by his wife, Elizabeth; a son, Norton, of New York; and two grandchildren. He was a charter member of the Variety Club of New England and its first chief barker. He also was the originator of the Boston Friars Club, which later became the Variety Club.

20th-Fox's eastern division sales manager, Glenn Norris, and his staff came in from New York to conduct a two-day sales meeting with the branch managers and sales staff from Boston, Buffalo, Albany, and New Haven for discussions on forthcoming product. Phil Engel, Boston publicist, was in charge of arrangements at the Hotel Statler.

Elmer Hollander, special sales representative, Distributors Corporation of America, has come on from New York to make his headquarters at the offices of Al Swerdlove, New England distri-



butors for the new company. Hollander will handle all the New England accounts, working on the first release, "Long John Silver," which opens at the Memorial on Feb. 17.

## New Haven Crosstown

When Robert Taylor appeared today (Jan. 26), the MGM star was to be given quite a schedule in conjunction with his new picture, "Many Rivers To Cross," world premiere set for Morris Rosenthal's Loew's Poli on that date. The star received the 1,500,000th Winchester model 12 shotgun in ceremonies from the Olin Mathieson Chemical Company. Many out-of-towners were invited to come in for the premiere, set to be one of the most ambitious area campaigns ever.

H. Cohn, Dixwell, arranged with the Tip Top Bread people to have their television star, "Flippy the Clown," featured at a children's matinee at the Hamden, Conn., house. He also was on the stage at the Rivoli, West Haven, Conn., another Fishman house.

Bernie Goffin, new manager, Whitney, is busy with his new duties at the Hamden, Conn., house. . . . Strand, Hamden, Conn., has publicized its new theatre improvements including the new body form seats, new carpeting, and new glass block standing rails. . . . Jim Darby, Paramount, screened "Gangbusters" at the 20th-Fox screening room for police chiefs and assistants in the area. . . . Anthony Cassella, Roger Sherman projectionist, was a St. Raphael Hospital patient recently.

## Meadow Street

The Norwalk Drive-In, which stayed open until after the first of the year, finally closed until about March 1. . . . The Old Mill Drive-In, under construction by P. DeFazio, has transferred the management over to the Connecticut Theatre Circuit, and when opened for the first time in the spring, the Southington, Conn., movie plant will be under CTC operation. . . . In the Branford, Conn., section, Charles Lane is working toward the construction of the drive-in there. . . . Phil Cahill is reported "all clear" for the Clinton Drive-In.

United Artists reports that bookings of the army film, "This Is The Army," have been quite heavy. Army recruiting stations co-operation is being set in the various spots when film is dated. . . . Larry Germaine, Stanley Warner Theatres, left for Florida. . . . I. J. Hoffman, Connecticut Theatre Circuit, was due back from Florida and was expecting to return to the warmer climate again after a short stay in Connecticut. . . . Doug Amos, Lockwood-Gordon circuit district manager, was back from Puerto Rico.

Alex Schimel, Universal-International branch manager, and his staff were busy getting dates in the Charles J. Feldman annual drive, which runs through April 30. Ray Square, U-I salesman, was a busy aide to Schimel. . . . Strand, Plainville, Conn., gave free comic books to the youngsters attending a kiddies



Sam Rosen, executive vice-president, Cinerama, Inc., recently received a Paul Revere silver bowl and a "minute man" hat from Paul Provandie, president, Boston Advertising Club, the group that tossed a "Salute to Cinerama" luncheon at the Hotel Statler on the first anniversary of "This Is Cinerama" at the Boston theatre.

matinee. . . . Arch St., New Britain, Conn., featured 15 cartoons and free comic books for a kiddies show.

The Park, Thomaston, Conn., started a new ovenware deal. . . . State, Torrington, Conn., had special benefit show for International Youth Foundation of Assissi, Inc.

## Circuits Loew Poli

Floyd Fitzsimmons and Arthur Canton, MGM publicity men, were in assisting division manager Harry F. Shaw, publicity director Lou Brown, and Loew's Poli manager Morris Rosenthal with plans for the personal appearance of Robert Taylor at the world premiere of "Many Rivers To Cross." The ambitious schedule for two days was getting quite a bit of publicity and nation-wide attention due to the tieup with the Winchester factory. The schedule included arrival; railroad station reception; press conference, radio and TV interviews; key to the city by Mayor Richard Lee; theatre lobby autographing; visit to the Winchester plant for luncheon with executives; visit to Gun Museum; factory workers appearance; press, radio, TV, state and city official, and others reception at Hotel Taft, then to theatre in buses for world premiere and ceremonies. Following his theatre appearance, Taylor was to leave for Boston to attend press, radio, etc., activities in that city.

Norman Levinson, assistant manager, Loew's Poli, Hartford, Conn., who was transferred to MGM field representative duties in the midwest, was given a testimonial dinner at the Hotel Bond, Hartford. . . . Tony Masella, Loew Poli Palace, Meriden, Conn., received a nice page two feature story for Philips H. Lord in The Meriden Record ballyhooing "Gangbusters."

## Connecticut Hartford

Joe Mansfield, UA exploiter, was here for several days, conferring with Lou Cohen, Loew's Poli, on "Vera Cruz." Lou's assistant, Norm Levinson, left by car for Chicago to confer with Ivan

Fuldauer, MGM exploiter, on details for his newly-assigned post as Minneapolis exploitation man for the distribution concern. Levinson, with Loew's Poli-New England Theatres since 1940, starting as an usher at the Bijou, New Haven, was hosted at a farewell buffet supper at the Hotel Bond. Downtown theatremen and other friends attended.

Bernie Menschell, Community Amusement Corporation, started a new dinnerware giveaway at the Plainfield, Plainfield, Conn. . . . Bill Howard, Plaza, Windsor, Conn., got back from vacation. . . . Doug Amos, Hartford district manager, Lockwood and Gordon Theatres, returned from Puerto Rico. . . . Bill Daugherty, Webb, Wethersfield, Conn., left for the southland and a vacation.

## Middletown

Attorney Joseph A. Adorno, son of Sal Adorno, Sr., general manager, M and D Theatres, has been named Deputy State Attorney General of Connecticut. The prominent Republican recently retired as state treasurer after eight years in that post.

## New Britain

Joe Borenstein, Stanley Warner Strand, sold a downtown merchant on a quarter-page co-op ad for "Jamboree" and "Three Ring Circus."

## New Hampshire Ashland

The local Chamber of Commerce gave a free theatre party at the Liberty on a Saturday afternoon recently.

## Dover

The local Army and Navy store gave free tickets to the Strand to all customers making purchases of \$10 or more.

## Rhode Island Providence

Governor Dennis J. Roberts will be guest of honor and principal speaker at the "kick-off" luncheon of the 1955 Rhode Island "Jimmy Fund" drive. Sparking the efforts of theatre owners, operators, and managers, representing well over 40 houses from throughout the state, the affair will be held in the State Suite of the swank Sheraton-Biltmore Hotel. Prominent Rhode Island exhibitors who will head the various phases of this year's campaign include Edward M. Fay, dean of local showmen; Willard Mathews, William Trambukis, David Levin, Albert J. Siner, Albert J. Clarke, Harold Lancaster, and many others.

In line with his unorthodox newspaper advertising, which has created considerable interest as well as increased activity at the boxoffice, Joe Jarvis, owner-manager, Gilbert Stuart, Riverside, R. I., neighborhood house, recently included in his regular copy, portions of a letter from an out-of-state man, praising the atmosphere, appearance, and service of the popular Jervis theatre. Because of the appealing style of the Gilbert Stuart advertising, people from Providence, Pawtucket, and as far away as Attleboro are making regular weekly visits to the house.



## NEWS OF THE

## Territory

New York City  
Crosstown

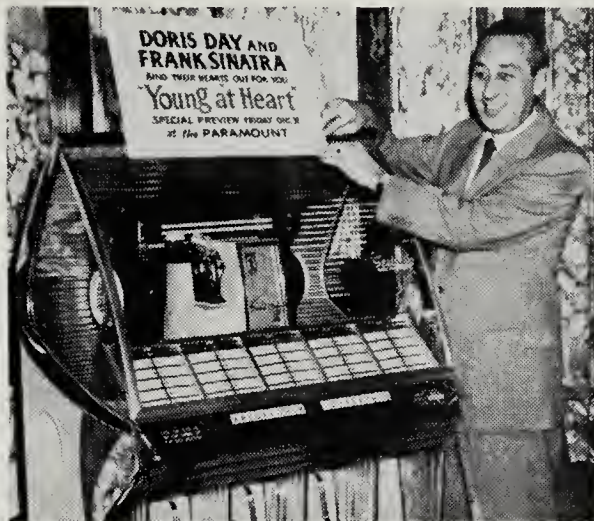
Herbert H. Greenblatt, RKO's domestic sales manager, left for Dallas to hold meetings with the company's field personnel in Fort Worth, San Antonio, Houston, Oklahoma City, Salt Lake City, Denver, Kansas City, and Chicago. . . . Zac Schwartz, writer-director, Transfilm, left for Holland, where he will direct an extensive Transfilm motion picture in Amsterdam.

Mervin Houser, executive assistant to Perry Lieber, RKO's national director of publicity and exploitation, returned to the home office to set up the advertising and promotion campaigns for "Underwater!"

Commemorating the first anniversary of CinemaScope and its stimulation of theatre business, Spyros P. Skouras, president, 20th-Fox, was presented with a special scroll from Skouras Theatres in ceremonies held at the film company's offices. Meyer Baranco, the circuit's zone manager for Queens and Nassau counties, made the presentation of the CinemaScope anniversary award which was signed by all employees in the two Long Island areas. Skouras was also presented with a showmanship book containing highlights of a CinemaScope first anniversary week campaign staged by the circuit this past October to celebrate the introduction of the new entertainment medium.

Arthur Silverstone, 20th-Fox assistant general sales manager, returned from a business trip to Montreal and Toronto.

William Gullette announced the completion of a stereophonic sound installation by Altec Service Corporation in one of the three screening rooms operated by him at 1600 Broadway. Altec Lansing's S-15 stereophonic sound system, designed especially for small theatres, together with three Altec Voice of the Theatre speaker systems, were flown from California to enable Gullette to



Robert K. Shapiro, managing director, New York Paramount, displays the new juke box recently installed in the theatre lobby to play songs from Warners' "Young At Heart."

meet the first scheduled stereophonic showing at the Preview theatre.

Elmar Amusement Corporation is the new operator, Center, Sunnyside, Long Island. Buying and booking is by Island Theatre Circuit. . . . The Alpine is being operated by Liljay Theatre Corporation. . . . Nassau, Brooklyn, has been converted to a store.

Berk and Krumgold, real estate brokers, announced the consummation of a long term lease for the 800 seat Alpine. The lessee is a corporation headed by Harry A. Harris, who operates a large string of theatres in the New York area. A complete rehabilitation including large screen and CinemaScope equipment is contemplated.

Roy Anderson, 27, member of United Artists playdate department, died suddenly at his home. He is survived by his widow and a three year old daughter. . . . Hillis Cass, general sales manager, MGM, in Canada, and Reginald Wilson, in charge of 16mm. for that territory, were in for a home office visit. . . . Emery Austin, exploitation head for MGM, returned from a visit to the studios.

George Weltner, president, Paramount International Film, left for South Africa. . . . Richard Healand, European production representative, Paramount studio and managing director, Paramount British Productions, Ltd., left for England following two weeks of home office conferences with Russell Holman, eastern production manager.

Producer-director Alfred Hitchcock and Mrs. Hitchcock returned from a vacation in England and on the continent. . . . E. S. Gregg, president, and R. E. Warn, vice-president, Westrex Corporation, left for London where they will visit subsidiary company offices as well as those on the continent.

Y. Frank Freeman, Paramount vice-president in charge of the studio, arrived for conference with home office executives. . . . James E. Perkins, Paramount's managing director in Great Britain and Ireland, came in from the studio, where he had been seeing and conferring on new product.

All girls named Henrietta were admitted free at the Fine Arts opening day of "Holiday For Henrietta."

Charles B. Moss, executive director, Criterion and B. S. Moss theatres, was elected a member of the board of directors of the Broadway Association, Inc., for a term of three years. Moss operates a circuit of theatres in New York, Long Island, New Jersey and Florida.

New Jersey  
Newark

The ballroom of the Sheraton Ten-Eyck in Albany was the scene of the testimonial dinner given by the Variety Club of Albany to Charles A. Smakwitz, recently promoted from Stanley Warner zone manager of that area to a similar position here. George C. Hoover, Variety Club international chief barker, acted as toastmaster. Smakwitz has been three times chief barker, Albany tent.

Miss Irene Smith, who for many years has been secretary to Charles Smakwitz in the Albany area, has joined the Stanley Warner organization here as secretary to Smakwitz, newly appointed zone manager. Evelyn Agans, former secretary to Frank Damis, has resigned. . . . Helen Castelbaum, Stanley Warner booking department, and Edith Gill, sound department, celebrated birthdays.

Joseph Lefkowitz, until recently district manager, Fabian Theatres, will join the Stanley Warner Jersey zone in the capacity of district manager. Lefkowitz will supervise the Baker, Dover; Capitol, Passaic; Fabian, Paterson; Montauk, Passaic; Oritani, Hackensack; Oxford, Little Falls; Regent, Paterson; Royal, Bloomfield; Warner, Ridgewood; and



Kirk Douglas and wife are seen recently chatting with Arthur B. Krim, left, president, United Artists, and Robert S. Benjamin, chairman of the board, at a cocktail party at New York's "21" Club, celebrating activation of Douglas' Bryna Productions, which will deliver six features for UA release.



Jane Russell recently returned to New York after completing filming "Gentlemen Marry Brunettes" in London and Paris for UA release.



Wellmont, Montclair. H. Widenhorn will relinquish the Passaic district and will take over the supervision of Essex County, including the Branford, Capitol, Central, Hawthorne, Regent, Ritz, Roosevelt, Stanley, and Tivoli, Newark; Embassy, Orange; Hollywood, East Orange; Millburn, Millburn; and Sanford, Irvington. A. Williams, district manager, will supervise the Capitol, Belleville; Central, Jersey City; Cranford, Cranford; Dewitt, Bayonne; Fabian, Hoboken; Lincoln, Union City; Regent, Elizabeth; Ritz, Elizabeth; Ritz, Jersey City; Roosevelt, Union City; Stanley, Jersey City; Union, Union; and Warner, Harrison.

Gertrude Suchman is the new operator, Kent.

## Oakhurst

Walter Reade Theatres, one of the few circuits in the country to maintain a separate reduced admission rate for students, has now extended the reduced rates to public school teachers. Walter Reade, Jr., circuit president, announced that special identification cards were being distributed to all schools in the 10 communities where Reade theatres are located, which will admit the teachers for an admission rate averaging about half the regular fee. The plan has been instituted in Asbury Park, Red Bank, Long Branch, Toms River, Plainfield, Perth Amboy, and Morristown, all in New Jersey; and at Kingston and Saratoga, N. Y.

## New York State Albany

Alfred G. Swett returned as manager, first-run Ritz, for Stanley Warner. He last managed the second-run Madison, here; had been in charge of Stanley Warner Avon, Utica, for three years. Mrs. Otilie Fearing, former assistant manager, Stanley, Utica, now manages the Avon. Jack Swartout, who retired as Ritz manager, expects to enter another line of business. Ritz employees gave him a television lamp at a buffet supper and reception in the lobby.

Projectionists Local 324, IATSE, presented a suitcase to Charles A. Smakwitz, departing Stanley Warner zone manager. Union did so as a mark of appreciation for his square-shooting during Albany service as a Warner Theatres and Stanley Warner executive.

## Smakwitz Feted At Testimonial

ALBANY—The curtain was lowered on the 27-year theatrical career of Charles A. Smakwitz in this area at a testimonial dinner arranged by the Variety Club to honor the new Stanley Warner zone manager in Newark, N. J., for his services to the industry, the cause of Variety, and the welfare of the community.

Smakwitz heard his achievements praised in a letter from Thomas E. Dewey, written the day before Dewey ended a 12-year period as Governor. Also, in speeches by S. H. Fabian, Samuel Rosen, Harry Kalmine and M. A. Silver, Stanley Warner top echelon; Louis W. Schine, Schine Circuit; and Mayor Erastus Corning. Benny Goffstein, one of Tent Nine's busiest workers in the days he functioned as circulation manager, The Times-Union, and now a promotion executive for a Las Vegas resort hotel, was an added speaker.

Two hundred and seventy-five persons, gathered in the beautiful ballroom of the Sheraton-Ten Eyck Hotel, listened to the oratory and laughed at the needling, an inseparable part of industry affairs. Bernard Brooks, chief buyer and booker, Fabian Theatres, led the razzing.

George H. Schenck, chief barker, local Variety Club, presented Smakwitz with a beautiful traveling bag and insignia. Smakwitz, suffering from a bad case of laryngitis and full of penicillin delivered a message of thanks.

The only woman present, except a group of waitresses, was beautiful Marion Maul, WRGB-TV, Schenectady, personality. She participated in gag kissing bits with occupants of the dais. Brooks displayed and read from framed one-sheets, ribbing Swakwitz in a manner that might be considered too strong for a family publication. A special edition of The Times-Union, with the front page devoted to Swakwitz and the testi-

Cy O'Toole, Stanley Warner sound engineer, based in New Haven, worked with Strand boothmen, stage crew, and manager A. O. La Flamme in arranging the Superscope setup for "Vera Cruz."

monial, was hawked in traditional fashion by T-U vendors and four youngsters from the Albany Boys Club and Camp Thatcher, the Variety Club's chief charitable project.

Tributes by former chief barkers Saul J. Ullman, Harry Lamont and Nate Winig, by the present big boss, George H. Schenck, and by Jack Goldberg, a crewman, were spotlighted in the special edition.

Speeches were effectively utilized to punch home the message that the guest of honor had done big things and faced greater tasks in the new job, observing that "Charlie" had plenty of work in succeeding Frank Damis, "one of the country's best showman." Kalmine and Rosen referred to the extended consideration given to Damis' successor and told how and why they eventually picked Smakwitz. Fabian stated, "It's no bed of roses for Charlie, but I feel certain he will do a great job."

Fabian and Rosen talked at some length about their observations of Smakwitz when he, as a Warner man, was effective "opposition" to area Fabian operations.

Smakwitz underlined his long-time friendship for the Fabian family and his admiration for its members, said he "never had a single argument with Si Fabian in all years I have known Si." He had inspected "about half" of the Newark zone houses and realized they were "all income producing as, theatres, real estate or both." Smakwitz prided himself upon the fact that once he makes a friend, he never loses that person as a friend. Smakwitz thought and hoped he "is the right man for Newark zone manager."

Silver, who, like Kalmine and Rosen, placed emphasis on Stanley Warner's rich "man power," asked industry people to give Smakwitz's area successors, Harry Feinstein, Jim Totman, and Joe Liss, "the same friendship and co-operation."

In addition to practically every industryite of prominence in the Albany territory, delegations were on hand from New York, Boston, Buffalo, and New Haven.

Jack Goldberg, MGM manager, kicked off a revival of the Variety Club "Kings for a Day" dinners at Keeler's Restaurant. A Tent 9 announcement read, "King Jack Goldberg and Leo, the MGM Lion entertain Queen Catherine Shay. Come Twist The Lion's Tail." Mrs. Shay is Goldberg's secretary.

## Cooperstown

The nine Smalley houses here, Delhi, Dolgeville, Fort, Plain, Johnstown, Norwich, Stamford, Sidney, and Walton are now being bought and booked for by Upstate Theatres, Inc., Albany.

## Warrensburg

Joseph Marisola, operator, Bronx theatre, and of another at Lake Huntington in the Catskill Mountains, has taken over the Warren here. He contracted to install CinemaScope. Warren, bought and booked by Upstate Theatres, Inc., Albany, relighted on a weekend schedule. Jules Perlmutter was the previous lessee.



Spyros P. Skouras, president, 20th Century-Fox; Philip Dunne, producer-director; and Charles Einfeld, vice-president, 20th-Fox, were among the many celebrities attending the recent New York premiere of "Prince Of Players" at the Rivoli. A "Players Premiere," the showing brought to the theatre an audience consisting of practically all the stars on Broadway.



## NEWS OF THE

## Territory

Philadelphia  
Crosstown

The Keswick, Glenside, Pa., which closed after a fire nearly two years ago, has been sold and will be reopened by Mel Koff, Glenside Amusement Corporation. Included in the sale was almost an entire block, with 10 stores, apartments and a parking lot. New seats, new large screen, air conditioning, etc., are being installed, with the house expected to be ready to open in the spring.

Condolences are extended to Sam Stiefel, Uptown, upon the death of his brother-in-law, Nat Rosen, associated with him in his enterprises. The deceased passed away in Florida.

George Higgenbotham is now in business for himself at Emerald and Somerset Streets, making displays, built cut-outs, other carpentry work, etc. His telephone number is JE 3-2480.

## Vine Street

Exhibitors who cooperated in the March of Dimes drive are requested to send their checks in promptly to Edward Emanuel, 246 N. Clarion Street, chairman of the theatre division. They are also asked to send back the March of Dimes trailers to Clark Film, who furnished them.

George Hirth, 77, father of Elmer Hirth, now New Haven film buyer for Stanley Warner, died last week in Audubon, N. J., and condolences are extended. He is also survived by his wife, a daughter, and another son. . . . Mrs. Mildred Green, Tri-State Buying and Booking Service, is on Florida vacation. . . . Johnny Schaeffer announces he is handling the reissue of the Dick Powell feature, "Cry Danger."

John P. Byrne, eastern MGM sales manager, was in for several days conferring with Lou Formato, district manager; and Bill Madden, branch manager.

Irving Shiffrin, Allied Artists exploiteer, was in in advance of "Tonight's the Night," Viking. He left for Baltimore, Md., and Washington, D. C., to cover the openings there.

Circuits  
Stanley-Warner

Mike Lehrman, SW warehouse head, has returned from a week's vacation in Florida. . . . The new girl in the contract department is Vinnie Cerruti. . . . Bill Heckman, manager, Lion, Red Lion, Pa., has returned to work after a lengthy illness. . . . Everyone was sorry to learn of the death of Atlantic City manager Bill Morgan's father-in-law.

James Henwood, former assistant manager to Ben Blumberg, 69th Street, entered the army. . . . The New Palace reopened after many years. Nat Warsaw, former manager, Sedgwick, transferred to the New Palace in the same

## Nickelodeon Back As Goldman Gift

PHILADELPHIA—The replica of a Nickelodeon, donated by William Goldman to Franklin Institute as a "shrine to the motion picture industry," had its dedication last week.

The day-long series of activities that made up "Motion Picture Pioneers Day" culminated in the banquet of the Motion Picture Associates in the Bellevue-Stratford Hotel ballroom, of which Goldman was chairman.

Among the stars who participated in the day's activities were Charles Laughton, Joan Bennett, Elsa Lanchester, Rita Gam, George Murphy, Esther Williams, John Ericson, Carmel Myers, directors Rouben Mamoulian and George Sidney, and producer Paul Gregory. The Pensacola, Fla., Naval Choir, sang both at City Hall and at the Institute luncheon.

As part of the dedication ceremonies the hands and feet of Laughton were impressed in concrete before the ticket booth of the functioning replica of the early motion picture house.

Laughton further was welcomed to life membership in the Franklin Institute by S. Wyman Rolph, president of the Institute, in recognition of his "outstanding contribution to public education through the medium of films."

Actor-director Laughton directed his extemporaneous acceptance speech to "Mister Franklin, sir." Speaking to the gigantic statue of Franklin in Franklin Hall of the Institute, Laughton said Franklin "dominates us in size and every other way." He said the motion picture industry is "grateful that your solid institute has made us respectable." In conclusion, Laughton recited Abraham Lincoln's Gettysburg Address to an audience of some 500 luncheon guests.

capacity. Maurice Dovberg returned to the company as manager, Sedgwick.

Ev Callow, national advertising and publicity director for Cinerama, was in setting up a Boyd campaign for the second Cinerama production, "Cinerama Holiday." Assisting Callow were Bob Fitzgerald, local publicist, and Hal Grossman, Boyd managing director. . . . Johnny Roach, manager, Stanley, had a recent visitor from Hollywood, George

Tribute also was paid to Goldman, who received a surprise certificate from the Franklin Institute, presented by Rolph, who said, "by your gift of the Nickelodeon you have become a part of the Franklin Institute."

The day's events began with a reading of Mayor Joseph S. Clark, Jr.'s proclamation in the Mayor's Reception Room by City Representative Walter M. Phillips. Following the reception, the party proceeded to the Franklin Institute in a cavalcade of antique automobiles, brought up by a four-horse tallyho from Goldman's personal collection of antique vehicles.

Every segment of the industry was represented at the luncheon. Goldman said, "We have seen the progress of the film industry from the silent flickers to the still-growing youngster of today."

"I am constantly irked," Goldman said, "by those who consider the films only as an entertainment medium." The motion picture also contributes to education, the armed forces, medicine, and surgery, Goldman stated. During his recent trip around the world, Goldman asserted, "I was amazed to observe the popularity of motion pictures, and the imprint it has made on the lives and habits of the people."

Goldman concluded that the Nickelodeon belongs in Philadelphia, the "home of many firsts." A plaque inside the Nickelodeon was uncovered crediting Goldman with its donation to the Institute. Programs of old silent films will be shown on regular schedules at the Institute. Admission will be 10 cents, with profits going to the Institute. The program will be changed monthly. There are seats for 135 persons in the Nickelodeon auditorium.

Nader, who is featured in U's "Six Bridges To Cross," and immediately set him to work doing publicity chores for the engagement.

District of Columbia  
Washington

Danny Weinberg, Weinberg Circuit, Frederick, Md., was in for a visit with Harley Davidson, whose Independent Theatre Service does his booking and buying.

COLUMBIA—Rosslyn Shore, operator, is suffering with a separated bone in her thumb. . . . Bessie Buracker, inspectress, is on the sick list. . . . Sam Galanty, branch manager, is visiting the Cleveland branch. . . . Milt Young, publicity representative, Philadelphia, was in working with Sidney Hoffman, manager, Metropolitan, in connection with opening of "The Violent Men." . . . Ben Kaplon office manager, returned from a business trip to Charlotte, N. C. . . . Walt Donahue and wife were back after a visit to the west coast. . . . Sid Zins, publicity representative, is worrying the Hotel Statler reservation desk with the official party in behalf of officials connected with the world premiere of "The Long Gray Line," Keith's, managed by Jerry Baker.

(Continued on next page)



Mrs. Bernice Engel, president, Ladies Auxiliary, Variety Club, Tent 13, Philadelphia, recently handled the collections and providing of containers in the March of Dimes campaign, working with Charles Goldfine, local drive-in exhibitor.





The four Philadelphia area pioneers honored at the dinner of the Motion Picture Associates at the Bellevue-Stratford Hotel last week are seen above with William Goldman, dinner chair-



man. They are, standing, William C. Hunt, Wildwood, N. J.; Al Boyd; and seated, Abe Sablosky, and Ben Amsterdam. On the right is a panoramic view of those present at the affair.

—Jack Snyder Photos.

## Four Pioneers Honored by MPA

PHILADELPHIA—A veritable who's who in the local film industry plus a host of visiting stars, and industry leaders from out of town, attended the highly successful \$25-a-plate dinner of the Motion Picture Associates held last week at the Bellevue-Stratford Hotel in honor of four pioneers of the area, Alexander R. Boyd, Benjamin Amsterdam, William C. Hunt, and Abraham Sablosky.

With over 1,000 present at the triple dais affair held under the chairmanship of William Goldman, who tied the banquet in with the dedication of his gift of a replica of a Nickelodeon to the Franklin Institute, the welfare fund of the MPA stands to profit greatly from the affair.

Speakers included Sam Diamond, president, MPA, and local branch manager, 20th-Fox; Goldman; George Sidney, president, Screen Directors Guild; George Murphy, MGM's "good will ambassador"; Charles Laughton, who paid tribute to Goldman and recited Abraham Lincoln's Gettysburg address; Al Lichtman, co-chairman, Council of Motion Picture Organizations; and Thomas S. Gates, Jr., Undersecretary of the Navy, who told of the importance of films to that branch of the armed services, and the cooperation the industry gave at all times to governmental requests for films on various topics.

George Jessel was toastmaster and introduced the following Hollywood personalities, John Ericson, Ben Gage, Rita Gam, Paul Gregory, Judy Holliday, Elsa Lanchester, Rouben Mamoulian, Carmel Myers, William Perlberg, George Seaton, Esther Williams, and Robert Montgomery. Jessel also presented the honored guests with bound scrapbooks to commemorate the occasion.

In reply to a remark of Sidney that "the industry ought to get together in this friendly fashion more often," Jessel remarked that "if it did, most likely next year Goldman would give to the Institute the Erlanger theatre."

Among prominent industryites seated on the elaborate triple dais were Columbia vice-president Abe Montague; Richard Walsh, head, IATSE and MPO; Bill Heineman, vice-president, United Artists; A. W. Schwalberg, vice-president, Paramount Distributing Corpora-

## District of Columbia Washington

(Continued from preceding page)

U-I—Mary Grasso, contract clerk, is out sick. . . . Margaret Connors, bookers clerk, is sick. . . . Norma Collier, secretary to John Horton, U-I studio representative, returned from a 10-day trip to South Dakota, visiting her family. . . . Everyone at the exchange is excited over the new photostat system being put into effect. . . . Ray Forman's family is coming along nicely after a siege of colds.

Shirley Carter, RKO operator, had a birthday. . . . Joe Breechen, branch manager, was on a business trip to Richmond, Va., visiting theatres. . . . Manny Lewis, owner, Carver, is recuperating after being sick. . . . Mrs. Joan Mills, Equity, is celebrating a birthday.

Elmer McKinley's wife is ill in Orthopedic Hospital, in Arlington, Va. . . .

tion; Si Fabian, head, Stanley Warner; Frank Ricketson, president, Fox Theatres; Morie Goldstein, general sales manager, United Artists; Jack Beresin, Variety Club Tent 13 "Heart Fund" chairman; Max Youngstein, United Artists vice-president; William Gehring, 20th-Fox sales manager; attorney Albert M. Cohen; Lou Goffman, chief bark-er, Variety Club, Tent 13; Arthur B. Krim, president, UA; Sam Rosen, vice-president, Stanley Warner; Elmer Rhoden, head, National Theatres; Nat Levey, RKO sales manager; Jerry Pickman, Paramount vice-president; Sol Schwartz, head, RKO Theatres; and others.

The singing choir of Pensacola, Fla. naval base, appeared.

The Evening Bulletin put out a replated two front pages of their regular paper, which was distributed right in the ballroom.

The MPA committee who made the gala evening possible were, assisting Goldman, George Beattie, Lou Formato, Lester Kreiger, and Lester H. Wurtele; Harold W. Seidenberg, Howard Minsky, Lawrence Shubert Lawrence, Jack Greenberg, Charles Zagrans, Mort Magill, Lou Davidoff, John Turner, Walter Potamkin, William J. Doyle, Shep Bloom, Melvin Koff, Max Bronow, Ralph Pries, Ulrik F. Smith, Gene Gantz; and publicists Si Shaltz, Milton Young, Ted Vanett, Irving Blumberg, and Joseph Elicker.

Herbert Yates, Republic president, and wife, Vera Ralston, visited the office. Other home office officials in were Bill Saal, exploiteer, and Richard Aultsculer, director of sales. . . . Jake Flax, Republic branch manager, is out of John Hopkins Hospital after a few weeks stay.

Vincent Iorio, manager, Trans-Lux, is recuperating in Georgetown Hospital after surgery. . . . Genial Sam Roth, president, Roth Circuit, was back on the golf links after his recent illness. . . . William F. Ramsey, former assistant, Trans-Lux, took a two-week leave from his duties in the air force to cover until Vincent Ioria returns to work. . . . Charles Redden, assistant, Loew's Columbia, will be married to Miss Claire Smith on Feb. 5.

David Polland, publicity representative, and Bob Carroll, manager, Ontario, are making elaborate arrangements for the personal appearance of Mara Corday, U-I star of "So This Is Paris", which opens next at the Ontario. Miss Corday will be escorted around town, visiting local radio and TV personalities. She will ride in a new 1955 Pontiac, courtesy of McKee Pontiac Company. The current sawdust motif in the Ontario lobby, in connection with "Three Ring Circus," will make way for a "new look" as the management plans to duplicate a typical sidewalk scene of Paris.

The ballet will have a three day engagement starting on Jan. 24, at Loew's Capitol. . . . Jack Foxe, publicity for Loew's, was beaming over the success of a big-wig brass sneak of "Strategic Air Command" at Loew's Capitol. Actor James Stewart flew in from the coast to be on hand and participate in the brief stage ceremony. Other notables included Harold Talbott, secretary of the air force; General Curtis LeMay in charge of Strategic Air Command; and General Nathan Twining, chief of air force. Film officials on hand included Barney Balaban, president, Paramount, Ted O'Shay, Al Schwalberg, Paul Rabin, and Jerry Pickman.

William Perlberg and George Seaton, producers, Paramount's "The Bridges at Toko-Ri" and "The Country Girl" were in on a promotional tour on behalf of both pictures.

The Variety Club of Washington held its Four Star Luncheon in the Grand Ballroom of the Mayflower Hotel, em-



bracing the final payment to Children's Hospital for the \$115,800 Variety Club Carter Barron Memorial Clinic, the traditional "thank you" luncheon for the women who worked on the 1954 Welfare Awards drive, the installation of Variety Club officers and board of governors for 1955, and a gift of \$2,000 to Providence Hospital for their new building. Judge J. Edgar Murdock, president, Children's Hospital, accepted the check for the final payment of the new clinic. John A. Reilly, vice-president, Second National Bank, accepted the check for \$2,000 from the Variety Club for the new Providence Hospital. The following Children's Hospital officers were invited to attend the final payment ceremony, Robert B. Swope, Rudolph Kauffmann, II, Orme Wilson, and Eugene Kramer. Alvin Newmeyer, Sr., installed the new Variety Club board of governors for 1955. Among those to be sworn in were Chief Alvin Q. Ehrlich, first assistant chief barker Phil Isaacs, second assistant chief barker Orville Crouch, property master Frank M. Boucher, and dough guy Sam Galanty. Also George A. Crouch, Hirsh de La Viez, Jake Flax, J. E. Fontaine, Nathan D. Golden, Victor J. Orsinger, R. Wade Pearson, Marvin Goldman, Samuel N. Wheeler, Morton Gerber, and Jack Fruchtmann. The delegates to the 1955 international convention in Los Angeles are Morton Gerber and Jack Fruchtmann. International canvasser is Alvin Q. Ehrlich. Tribute was paid to the Variety Club women's committee, headed by Mrs. Sara S. Young, chairman; Mrs. Marnie Lipskey, co-chairman, and Mrs. Frank M. Boucher, chairman of the special committee. Victor J. Orsinger, chief barker in 1953, presented a plaque and a gift to Jack Fruchtmann, chief barker in 1954.

— T. C.

## Delaware Wilmington

A. J. Vanni, Philadelphia out-of-town zone manager, SW Theatres, distributed passes to the Warner, Ritz, Towne, and Grand to stockholders of Stanley Warner Corporation attending the annual meeting. Also present was Lewis S. Black, Wilmington city manager, SW Theatres. On the day of the meeting and the day preceding, in accordance with annual custom, the Wilmington SW Theatres advertising in the News-Journal newspapers was expanded to fill two full columns. Vanni also read to the meeting a list of the current attractions in this city.

Melvin C. Geller and Sam D. Taustin, Brandywine Drive-In, were out of town and unavailable for comment on reports in the trade that the drive-in was being sold to the Ellis Circuit. . . . Orville W. Crouch, Loew's eastern division manager, was in. . . . Loew's will be looking for a new tenant when the Levitt jewelry store, an occupant of the Aldine building for some 20 years, moves this spring to the nearby property now occupied by the men's clothing store of Frank J. Murphy.

Edgar J. Doob, manager, Loew's Aldine, distributed to schools, offices, and mercantile establishments 10 gross of

pencils imprinted with "See Gary Cooper — Burt Lancaster in 'Vera Cruz' at Loew's Aldine Theatre." . . . Paul Robert Baskin and Fletcher Edward Blockson joined the Rialto. — H. L. S.

## Maryland Baltimore

An election by the Motion Picture Operators Protective Union, Local 181, IATSE, voted the following into office, Louis Sieber, president; Charles Grauling, Charles Dodson, and William MacKenzie, first, second, and third vice-presidents, respectively; Thomas P. Finn, Sr., secretary-treasurer; Calvert Silverblatt, recording secretary; and Maurice Bushworth, business agent. Chairman of the board of trustees is Harry Gentile.

Herbert Pickman, Warners, was in for special advance duties in behalf of "Battle Cry." . . . Sam Temple, Durkee Circuit, is vacationing in Florida. . . . More than 100 guests attended the testimonial dinner in honor of Lawrence Schanberger, former owner, Keiths, who has retired as an exhibitor. The affair took place in the Baltimore Variety Club.

Manager Rodney Collier, Stanley, included, as part of his promotion for "Young At Heart," in advance of the picture's engagement, a "Young At Heart" dance at the local Y.M.C.A. Recording albums of tunes from the picture were awarded winning dance couples. . . . The Boulevard, Durkee Circuit, has installed new seating. . . . Mrs. Evelyn Dobbs, for more than eight years cashier at the New, has resigned to take over her duties as a housewife. . . . Joseph Grant, owner, Northwood, has returned from a Florida vacation. . . . Leon Back, head, Rome Theatres, is on duty again, recovered from the grippe. . . . Bob Rappaport, Hippodrome and Town, spent the weekend in Atlantic City with relatives. . . . Henry Miller resigned as assistant manager, Mayfair.

Larry Hyatt, manager, Little, received a visit from several of his former co-workers from the Schine Circuit. . . . Leon Back, president, Allied Motion Picture Theatre Owners of Maryland, was unable to preside at the latest board meeting, due to a heavy cold. Vice-president Jack Whittle substituted. Whittle, installed the night before as chief barker, Baltimore Variety Club, was host at a luncheon at the club's headquarters.

Dom DeLauney, owner, Carroll, Westminster, Md., was in town for the Allied meeting. Bob Gruver, Jr., owner, New Glen, came up from Glenburnie, Md. . . . John Manuel, who operates the Belair Drive-In, Churchill, Md., was visiting friends in town. . . . Wilbert Brezending, vice-president, Schwaber Theatres, is chairman for the March of Dimes campaign being conducted by Variety.

The Playhouse, Annapolis, Md., put on a gala opening for "A Star Is Born" on the evening of the same day of Governor McKeldin's second inauguration. The house is one of the Durkee Circuit, and Hamilton Durkee, Jr., was

in charge of the program. Dave Colburn is the Annapolis manager for Durkee Theatres, and Andrew Parker manages the Playhouse. Top brass from the U. S. Naval Academy were among the invited guests.

Ray Trumble, general manager, Jack Fruchtmann Theatres, was confined several days with a virus attack. . . . William Houck, projectionist, Harford, is a patient for surgery at Johns Hopkins Hospital.

— G. B.

## Leonardtown

The Plaza and Park, Lexington Park, Md., has set up their annual March of Dimes collection gimmick outside the theatres. This consists of milk bottles labelled for each state in the country and the District of Columbia. Those who work at the Patuxent River U. S. Naval Air Test Center and who come

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from all over the U. S. can thus put their donation in the bottles from the state they come from, according to manager T. L. Harrison, Jr. . . . George Morgan Knight, Jr., MOTION PICTURE EXHIBITOR area correspondent, has just had the sixth edition of his book, "How To Accomplish The Phenomenal In Ventriloquy," published. . . . Cecil G. Winstead, former manager, Wilson, N. C., theatre, is now recuperating nicely at the Wilson, N. C., tuberculosis sanatorium. . . . The 235 Drive-In will have CinemaScope installed in the time for its spring opening.

## New Jersey Bordentown

The Fox has reopened and is now known as the Marion.

## Trenton

Pickpockets invaded downtown theatres lifting women's purses and shopping bags. The losses reported to police by house managers ranged from \$5 to \$250. . . . A marquee sign on the unused building property, formerly the Gayety, was reported to police as unsafe. It was taken down by order of the city building inspector.

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## First Things First; Censor Bill Sought

**BALTIMORE** — When the 1955 session of the Maryland State Legislature convened this month in Annapolis, the first measure read over the desk in the upper house, Senate Bill No. 1, dealt with one of the State's most controversial subjects, motion picture censorship. The bill, referred to Judiciary Committee, limits the right of the state to censor moving pictures to the grounds of being either obscene, tending to debase or corrupt morals, or incite to crime.

It would eliminate from the present statute the grounds, which have been seriously challenged by recent court decisions, of being sacrilegious, indecent, inhuman, or immoral. The measure, which defines each of the allowable grounds for censorship, also provides for appeal to the Maryland Court of Appeals.

The bill is a result of study by a Legislative Council subcommittee which concluded that motion picture censorship, although much debated, is a protective and valuable thing for the public's good and should be retained.

The group, pointing to court decisions, recommended that the four factors now in the statute be removed and that grounds for censorship be limited.

## Pennsylvania Harrisburg

For "There's No Business Like Show Business," State manager E. G. Wollaston and his assistant, Spike Todorov, engineered a number of music tieups with radio and TV disc jockeys and a big cooperative newspaper advertisement with Pomeroy's department store. "Natlynn" dresses were exhibited in the lobby and the store had a large display plugging the movie.

J. D. O'Rear, manager, Colonial, went all out in setting the stage for "Hansel and Gretel." His extensive exploitation included imprinted balloons distributed to youngsters prior to engagement and at various audience participation programs at radio stations; special lobby set piece three weeks in advance; cardboard ginger bread house, five feet high, on display in lobby; tie-up with National Biscuit Company for lobby display; and displays in 25 grocery stores featuring "Hansel and Gretel" cookies. During the showing of the film, the ginger bread house and lobby set piece was moved to Woolworth's store for big display; tieup was made with Hobby Craft store distributing coupons entitling holder to a saving in buying "Hansel and Gretel" kits; tickets were distributed as prizes at various radio stations; plus a special newspaper campaign.

## Lebanon

John G. Kreider, who died in nearby Annville, Pa., at the age of 84, was pianist in the old Annville in the silent movie days.

## Reading

William N., better known as "Bill" Styer, stage manager for many years in various local theatres, died in his home here. He was 71 and had been stage manager in practically all of the larger theatres here over a 45-year period. He left 10 children and 20 grandchildren.

Dr. Harry J. Schad, head, Schad Theatres, Inc., for many years second vice-president, Reading Fair, largest racing and agricultural fair in Pennsylvania, has been advanced to the post of first vice-president.

## Scranton

Byron Linn and Tom Walker, Comerford Theatres, Inc., and Ben Rosenberg and Jack Mahon, Penn-Paramount Theatres, were among those of this area who attended the Varsity Club dinner in Philadelphia. . . . Melvin Geling, former assistant manager, Strand, and presently assistant manager, Madison Restaurant, took as his bride in the Greek Hellenic Orthodox Church, Miss Helen Kleantheous, whose mother is the proprietor of the restaurant. . . . Tom Jones, manager Strand, and Harry Spiegel, Comerford organization, are among those named to the special gifts committee of the Lackawanna County 1955 March of Dimes campaign. . . . Bill May, Comerford, is mourning his brother who recently died in Elmira following a heart attack.

A former stagehand of the American, Pittston, Pa., Jack Thompson, resigned. . . . A resident of Upper Darby, Benjamin Roberts, formerly of the westside, was a recent guest of his son, John Roberts, Comerford booking department. . . . Comerford relief manager Ed Feeney, father of Jim Feeney, died. . . . Joe Slimak, former employe, Penn York Utilities, Comerford Company, died. . . . Formerly of the Comerford, Bud Irwin is presently manager, Hollywood, Pottsville, Pa. . . . Sam Kessler, Westside, has returned from vacationing in Buffalo.

## Tamaqua

Mrs. John Gillespie advises that the Victoria has been opened and CinemaScope is being installed.

## Wilkes-Barre

Helen Westbrook, Comerford, recently resigned as the business agent, Local 96. . . . John Kelly is the new manager, Sterling, replacing Marcus Levan.

## Virginia Norfolk

Sydney Gates, owner Roxy, has been named general chairman, 1955 United Jewish Fund campaign. He is a member of the board of directors, Motion Picture Theatre Owners Association of Virginia.

## Richmond

Alex Ravdin has been named manager, Broadway Open Air Theatres, Inc., as well as secretary of the corporation, and will serve on its board of directors. Prior to joining this organization, Ravdin was associated for 21 years with Neighborhood Theatres of Virginia, Inc.



# LIPPERT

## A Race For Life (5403)

MELODRAMA  
68M.

(English-made)

ESTIMATE: For the programmers.

CAST: Richard Conte, Mari Aldon, George Coulouris, Peter Illing, Alec Mango, Meredith Edwards, Jimmy Copeland, Jeremy Hawk, Richard Marner, Edwin Richfield, Tim Turner. Executive producer Michael Carreras; producer Mickey Delamar; director Terence Fisher.

STORY: Richard Conte, former auto racing star, attempts a comeback after serving in the air force much to the dismay of his wife, Mari Aldon, but his workouts are not too impressive. The day of the race, he has a disagreement with veteran racer George Coulouris but during the race he works into the lead. Getting the news that Coulouris crashed and is badly injured, Conte stops in the final phase of the event to go make peace with the dying man and ask his forgiveness. He is demoted from top driver to a lower spot, and Aldon leaves him when he refuses to quit the game. In the next big race, after a bad start, he gradually works up to one of the lead positions despite an oil leak. With his teammate out with car trouble, he goes into the number one spot and finishes the winner in a photo finish. He is reconciled with Aldon who shows up in time to see him win and it seems as though he is ready to give up racing.

X-RAY: There are a number of thrills to be found here as actual scenes from some of Europe's thrilling races are to be seen, as well as a fairly interesting, if routine story, adequate performances, and okeh direction and production. This could round out the program in adequate fashion with the Conte name a potential assist. The screen play is by Richard Landau, based on a novel by Jon Manchipp White.

AD LINES: "Death Rides In Every Race"; "A Thrill A Minute As Daredevil Racers Ride To Win"; "He Had To Win . . . Nothing Would Stand In His Way."

# MGM

## Jupiter's Darling (518)

COMEDY DRAMA  
WITH MUSIC  
96M.

(CinemaScope)  
(Eastman Color)

ESTIMATE: Entertaining entry has the angles.

CAST: Esther Williams, Howard Keel, Marge Champion, Gower Champion, George Sanders, Richard Haydn, William Demarest, Norma Varden, Douglass Dumbrille, Henry Corden, Michael Ansara, Martha Wentworth, John Olszewski, and the Swimming Cherubs. Directed by George Sidney; produced by George Wells.

STORY: Back in 216 B.C., George Sanders is crowned Dictator of Rome and Esther Williams, his betrothed for seven years and reluctant to name the wedding day because she's not in love with him, is late for the ceremonies. She and her slave, Marge Champion, stop at the slave market where Champion is entranced by a captured soldier of Hannibal's army up for sale, Gower Champion, and she persuades Williams to buy him for her. Sanders practically orders Williams to marry him or be consigned to the temple of the vestal virgins. Reluctantly she agrees as word arrives that Hannibal in the person of Howard Keel is not far from the city with his army and elephants. Williams and M. Champion slip out to see his camp

## MOTION PICTURE

# EXHIBITOR

## SERVICESECTION

### The original Pink Section evaluations of features and shorts

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SECTION TWO  
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and are captured. Keel orders them killed as spies, but she persuades him to inspect Rome from a nearby hill. They are almost caught but get away and realize they are in love. The battle is postponed while he and Williams romance. Sanders comes with terms of a truce and inadvertently gives away Williams' identity and orders her imprisoned. She and M. Champion get away and Keel orders an all-out attack. At the wall of the city, Sanders offers tribute to Keel and he agrees if Williams is to be included. She agrees, while Marge and Gower Champion are also united as the invaders leave for home.

X-RAY: Entertaining, humorous, some tuneful songs, colorful settings, CinemaScope, and a yarn that doesn't take itself too seriously along with okeh performances, capable direction, and production are to be found in this entry that should please most audiences seeking light, gay film fare. It moves at an interest-holding pace. Keel is particularly good in the male lead spot while the Williams' looks and water antics are up to their usual high standard. The screen play is by Dorothy Kingsley, based on the play "Road To Rome" by Robert E. Sherwood. Among the tunes heard are "The Life Of An Elephant," "If This Be Slavery," "Don't Let This Night Get Away," "I Have A Dream," "Hannibal's Victory March," "I Never Trust A Woman."

TIP ON BIDDING: Higher program rates.

AD LINES: "She Had A Way With All Kinds Of Men"; "A Lush And Lavish Musical With Loads Of Entertainment In CinemaScope And Color Too"; "Songs . . . Adventure . . . Torrid Romance . . . Comedy . . . Dancing, All In CinemaScope And All In 'Jupiter's Darling.'"

# RKO

## Underwater (506)

MELODRAMA  
99M.

(Color by Technicolor)  
(Superscope)

ESTIMATE: Interesting, well-made melodrama.

CAST: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia, Eugene Iglesias, Ric Roman. Produced by Harry Tatelman; directed by John Sturges.

STORY: Gilbert Roland discovers the hulk of an ancient sunken ship and convinces friend Richard Egan to come along as a partner. They have a tough time convincing Egan's wife, Jane Russell, but

they do, and Egan sells their boat for supplies and equipment after they persuade Lori Nelson to let them use the boat left her by a boss who skipped to avoid creditors. Priest Robert Keith goes along as well. Their diving eventually is successful, but their efforts are closely observed by native shark fisherman Joseph Calleia and his men, who suspect gold might be salvaged. The salvage attempts are hampered by undersea dangers, but they do bring up enough to make things interesting. They try to maroon Calleia and his men on an island until they are finished, but when Egan, Russell, and Roland find the going rough and Russell is trapped, Nelson brings them aboard. They seize control with the aid of guns, but a gun in Roland's hands stalemates the situation, and Egan finally solves it by giving Calleia part of the treasure.

X-RAY: Given a fine assist by Technicolor and the wide screen of Superscope, this entry proves entertaining, interesting, and well-made. The underwater sequences are clear and well-done and contain suspense, while the romancing is pleasant and easy-to-take. The story holds interest, the direction and production are good, and the cast is efficient. The widespread promotion received by the film and its filming should also prove a helpful factor at the boxoffice. The screen play is by Walter Newman based on a story by Hugh King and Robert B. Bailey.

AD LINES: "Thrills . . . Adventure . . .

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Romance Both Above And 'Underwater'; "They Were After Sunken Treasurer And Wound Up With Thrills And Adventure"; "An Adventure Yarn With Men, Women, Underwater Treasure And Thrills Galore."

## REPUBLIC

### Carolina Cannonball (5326)

COMEDY  
74M.

ESTIMATE: Fair programmer.

CAST: Judy Canova, Andy Clyde, Ross Elliott, Sig Ruman, Leon Askin, Jack Kruschen, Frank Wilcox. Produced by Sidney Picker; directed by Charles Lamont.

STORY: An atomic guided missile is tested in secret, gets out of control, and lands in the desert near a town inhabited by Judy Canova and her grandfather, Andy Clyde, who runs a steam driven trolley, the only connection between the town and the outside world. Three enemy agents arrive in search of the lost missile. A U.S. government inspector arrives in search of the enemy agents. While the enemy agents are out scouring the desert, the inspector, Ross Elliott, canvasses their room, but is caught and imprisoned. Clyde discovers the missile in the desert and uses it to replace the blown-out boiler of the trolley. The enemy agents, realizing the whereabouts of the missile, board the trolley. Elliott, having escaped, also boards the trolley with Canova and Clyde. The agents force Canova, Clyde, and Elliott to jump off the moving vehicle and are blown up by bombs from airforce planes.

X-RAY: Loaded with slapstick, this is best suited for lower half spots and for play before youngsters and rural audiences. Canova breaks up the antics with an occasional song. The acting, direction, and production are fair as is the story. Screen play is by Barry Shipman from a story by Frank Gill, Jr. Songs include "Wishin' And Waitin'," "The Carolina Cannonball," and "Busy As A Beaver."

AD LINES: "Judy Rides A Guided Missile To Hilarious Adventure"; "Judy Canova At Her Funniest"; "Judy Canova, More Powerful Than An Atomic Bomb."

### Trouble In Store (5431)

FARCE  
85M.

(English-made)

ESTIMATE: Very funny import.

CAST: Norman Wisdom, Margaret Rutherford, Moira Lister, Derek Bond, Lana Morris, Jerry Desmonde, Megs Jenkins, Joan Sims, Michael Ward, Michael Brennan, Joan Ingram, Hamlyn Benson, John Warwick. Directed by John Paddy Carstairs; produced by Maurice Cowan.

STORY: Norman Wisdom is a stockroom employe of a London department store that has been taken over by Jerry Desmonde. He and Wisdom have several run-ins always resulting in him getting fired but re-hired again when his balmy acts pay off in publicity or increased patronage. Through all this, Margaret Rutherford, as a shoplifter, has a wonderful time collecting items from every department. Wisdom is in love with Lana Morris, clerk in the music department, but she is unaware of his presence until he impresses her deeply with his sincere though comical antics. A gang of crooks headed by personnel director Moira Lister plan to hold up the store for its receipts during a terrific sale, but Wisdom, learning of the plot manages to jam things up so that the crooks are caught. Desmonde declares him a hero, with Morris agreeing to marry him.

X-RAY: A wacky and highly amusing entry is this import with broad but funny

slapstick much in evidence. Much of the success of the film is due to the fast-moving funnyman, Norman Wisdom, who has a brand of humor almost guaranteed to charm and amuse most audiences seeking fun in their entertainment. There is no serious plot to talk of, and direction and production are good. Once audiences come into see this, they should enjoy themselves for the most part. Tunes heard include "I Want To Put On Record That I Love You" and "Don't Laugh At Me 'Cos I'm A Fool." The screen play is by John Paddy Carstairs, Maurice Cowan and Ted Willis.

AD LINES: "This One Will Tickle Your Funnybone Silly"; "There Never Was A Wackier Comedy"; "All Sourpusses Stay Away . . . This One Will Have You Roaring."

## 20TH-FOX

### A Life In The Balance (5066)

MELODRAMA  
74M.

(Filmed in Mexico)

ESTIMATE: Satisfactory programmer.

CAST: Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez, Eva Calvo. Produced by Leonard Goldstein; directed by Harry Horner.

STORY: Ricardo Montalban, an unemployed musician and widower, visits old friend Eva Calvo in order to borrow money due him to buy his ten-year-old son, Jose Perez, a guitar. At a pawn shop, he meets Anne Bancroft, pawning a ring. They strike up an acquaintance and arrive at a cafe where he is to meet Perez. In the meantime, Lee Marvin, a homicidal maniac who has already committed several murders in Montalban's building, gains entrance into the apartment of Eva and fatally stabs her. Perez, watching fireworks on the roof of an adjoining building, observes the crime and proceeds to follow Marvin. Police discover Montalban's lunchbox at the scene of the crime and questioning neighbors, they learn of his visit to Eva and send out a bulletin for his arrest. Perez is discovered by Marvin, who resumes his flight with the boy as a hostage. Montalban is picked up by the police and questioned about the crime. The police reason Perez is with the killer and is a hostage and squads are dispensed to corner the fugitive, who has stolen a bus after killing the driver. The killer is surrounded but deters police bullets by using the boy as a shield. Montalban, fearing for the life of his son, grapples with Marvin until the latter is killed by a police bullet. Montalban and Bancroft are united with the unharmed boy; a future together is evident.

X-RAY: A slightly better than average melodrama is presented, with the acting and direction adequate for the story. The chase has a suspenseful aspect. Authentic Mexican surroundings add color to the plot. The screen play was written by Robert Presnell, Jr., and Leo Townsend from a story by Georges Simenon.

AD LINES: "A Killer With The Cunning Of A Maniac . . . A Little Boy With The Courage Of A Lion"; "In The Shadow Of The Knife . . . They Formed A Strange Alliance!"; "A Big City! A Small Boy! And A Killer!"

## UNITED ARTISTS

### The Beachcomber

COMEDY DRAMA  
82M.

(Rank) (English-made)  
(Color by Technicolor)

ESTIMATE: Amusing import for art and specialty spots.

CAST: Glynis Johns, Robert Newton, Donald Sinden, Paul Rogers, Donald Pleasence, Walter Crisham, Michael Hordern, Auric Lorand. Produced by William MacQuitty; directed by Muriel Box.

STORY: Donald Sinden arrives on a tropical island to take over as resident-in-charge, and the only other English people present are missionary Paul Rogers, his sister Glynis Johns, and Robert Newton, drink-sodden outcast. Rogers and Johns loath Newton and his drunken outbursts disturb the peace and cause damage until Sinden is forced to sentence him to three months of hard labor. Johns is forced to operate on a local chief down with appendicitis and she saves him, incurring the wrath of the local witch doctor. She also fixes up a wounded elephant and then is forced to return home on the same boat with Newton and several natives. The launch breaks down, and they are forced to spend the night on an island and she expects the worse but is not bothered and begins to think better of Newton. He goes off on another drunk, and Sinden sentences him to be deported. However, a cholera epidemic strikes the surrounding islands and he agrees to help Johns in her nursing and medicinal chores with the natives. When the chief's daughter dies, he turns them over to the medicine man who sentences them to be trampled to death by an elephant. The latter is the same tended by Johns earlier and refuses to carry out the sentence and they are released. The epidemic is conquered, and Newton, a reformed person, and Johns decide to get married.

X-RAY: A well-played, well-portrayed remake that should please those seeking light and amusing film fare, this screen play by Sydney Box based on a story by W. Somerset Maugham plays at a neat pace and develops nicely so that the end result is cute and pleasant entertainment. The cast is effective and the direction and production are in the efficiency category. It should do well in the art and specialty spots. Maximum aspect ratio: 1.66-1.

AD LINES: "He Had A Drink In One Hand And A Cute Native Gal In The Other"; "Fun Galore When Robert Newton As 'The Beachcomber' Decides To Have Some Fun"; "An Amusing Film That's Witty And Charming . . . And Exciting, Too."

### The Good Die Young

DRAMA  
100M.

(English-made)  
(Remus)

ESTIMATE: Interesting drama.

CAST: Laurence Harvey, Gloria Grahame, Richard Basehart, Joan Collins, John Ireland, Rene Ray, Stanley Baker, Margaret Leighton, Robert Morley, Freda Jackson, Lee Patterson, Walter Hudd, Patricia McCarron, Leslie Dwyer, Thomas Gallagher. Produced by Jack Clayton; directed by Lewis Gilbert.

STORY: Four men are in a car bound for the hold-up of a postoffice van carrying currency in London. Via flashback, the story of each is told and how he came to be in the present predicament. Driving is Laurence Harvey, spoiled, handsome, and married to wealthy Margaret Leighton on whom he sponges. He pays a gambling debt with a worthless check which both Leighton and his father Robert Morley refuse to make good and a desperate need for money forces him to organize the robbery. Richard Basehart, an ex-GI, leaves his job in New York to come after his British-born bride who came back to be with her sick mother but never returned. He finds the mother,



Freda Jackson, refusing to let wife Joan Collins go by having heart attacks at will and threatening suicide. He stands by, especially since Collins is pregnant, until all his money runs out and he can't get a job to get fare back to the states. John Ireland, U.S. air force sergeant, is married to movie bit player Gloria Grahame, who has been romancing leading star Lee Patterson to get bigger parts. Her playing around brings on his desertion from his unit which goes to Germany. He throws Patterson out of the apartment and walks out on Grahame. Stanley Baker, a boxer for 12 years, manages to save a little money, and vows to quit after one more fight which he wins with a lucky blow despite a broken hand. Complications cause its amputation and he finds it hard to land a job afterwards. His savings are used by his wife to provide bail for a jailed brother and when he skips, his savings are lost. Harvey goes crazy during the robbery and kills a policeman and Baker when he decides to give himself up. The others bury the loot and Harvey kills Ireland to make it look accidental. Basehart gets away and takes Collins to the airport for the trip home, but Harvey shows up to meet his wife and they are both killed in the exchange of shots.

**X-RAY:** There's much that is interesting here such as the dramatic moments, the story that unrolls at a leisurely pace coming to a head at the fast-moving climax, the character development, and the parts played by the competent cast. Also the direction and production are in the better category so that the end result can make up well on the program with several American players to assist in the selling. The screen play is by Vernon Harris and Lewis Gilbert based on the novel of the same name by Richard Macauley.

**AD LINES:** "Each One Had A Problem—Money And How To Get Some. The Result Is Thrilling Dramatic Entertainment"; "A Top Cast In A Top-Notch Drama"; "Romance . . . Drama . . . Murder . . . All Play A Big Part In The Lives Of Four Men."

## U-International

### Abbott and Costello Meet The Keystone Kops (513)

COMEDY  
79M.

**ESTIMATE:** Satisfactory Abbott and Costello entry.

**CAST:** Bud Abbott, Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom, Henry Kulky, Sam Flint, Mack Sennett, Heinie Conklin, Hank Mann. Produced by Howard Christie; directed by Charles Lamont.

**STORY:** In the early days of the movies, Lou Costello is urged by friend Bud Abbott to invest his aunt's \$5,000 and buy a motion picture studio which just happens to be for sale through Fred Clark, a crooked promoter. They buy the Edison studio in New Jersey but are thrown out when they try to take possession. Clark and actress Lynn Bari head for California, he posing as a foreign director with mustache and toupe. Frank Wilcox, studio head, is taken in by the publicity and signs him to a direction contract. Abbott and Costello learn Clark was headed west and go after him, hiking most of the way. They arrive in time to accidentally get into a movie scene Clark is filming and are a hit with Wilcox, who insists they do all the studio's stunt work. Clark tries to have them killed during some stunts with the aid of Maxie Rosenbloom but is unsuccessful. Wilcox informs Clark he knows his real identity but offers to pay

off his victims and let him continue as a director if he will direct Abbott and Costello, the studio's new comedy team. Rosenbloom demands payment for his efforts, but Clark is broke and agrees to break into Wilcox's safe and go to Europe with the remainder after paying Rosenbloom. Abbott and Costello catch them and engage the help of Mack Sennett's Keystone Kops in a chase to apprehend them.

**X-RAY:** Abbott and Costello fans should appreciate the efforts of their heroes in this latest entry involving the usual quota of slapstick misadventures, a minimum of plot, some stunt footage and the Keystone Kops. There are enough laughs for those who care, plus adequate performances, and suitable direction and production. Youngsters should get a kick out of the proceedings which move at a fast enough clip. The screen play is by John Grant and the story is by Lee Loeb.

**TIP ON BIDDING:** Program price.

**AD LINES:** "Abbott And Costello At Their Merriest"; "More Fun Than Ever"; "See Movie History Made As Abbott and Costello Join The Keystone Kops."

### The Far Country (511)

MELODRAMA  
97M.

(Color by Technicolor)

**ESTIMATE:** Good outdoor action entry has angles.

**CAST:** James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan, John McIntire, Jay C. Flippen, Henry Morgan, Steve Brodie, Royal Dano, Gregg Barton, Chibby Johnson. Produced by Aaron Rosenberg; directed by Anthony Mann.

**STORY:** James Stewart arrives with a herd of cattle scheduled for the gold area in Alaska in time to board a vessel bound for Skagway after greeting friend and associate Walter Brennan. As the vessel pulls away, police try to arrest Stewart for murder back on the trail, a killing in self-defense, but he is hidden aboard by Ruth Roman. He runs into trouble with John McIntire, the law, and his cattle are confiscated, but Roman hires him as foreman of a supply train she is taking to Dawson. He agrees, steals back his own cattle, and they cross the Canadian border with McIntire unable to follow. Going along is youngster Corinne Calvet with a crush on Stewart. It is evident that Roman is despised in Dawson by the decent citizens and that she is in with McIntire when the latter decides to take over the territory and the various gold claims by force. After killings and stealing, Stewart is offered the job as marshal, but he refuses, preferring to look out for himself and his interests. He and Brennan get out via a river route, but Brennan talks and McIntire's men attack and kill Brennan, wound Stewart, and take the gold. Stewart is aided back to health by Calvet, after which he goes after McIntire after persuading the townspeople to stay and fight. Roman is killed warning Stewart of McIntire and Stewart kills him and his henchmen, while the rest of the town backs him up.

**X-RAY:** There's a good deal of action to be found in this entry that moves at an interest-holding pace as well as a yarn that holds up fairly well, good characterizations, and better direction and production. The story is a little on the familiar side but it should still give a good account of itself while the names should prove of assistance. The story and screen play are by Borden Chase.

**TIP ON BIDDING:** Higher program rates.

**AD LINES:** "A Fight For Life And Gold"; "A Thrilling Yarn Of Gold-Hunting In The Far North"; "He Had A Way With Guns And Women In 'The Far Country.'"

### Six Bridges To Cross (512)

MELODRAMA  
96M.

**ESTIMATE:** Okeh action meller.

**CAST:** Tony Curtis, Julie Adams, George Nader, J. C. Flippen, Sal Mineo, Jan Merlin, William Murphy, Kenny Roberts, Richard Castle, Harry Bartel, Kendall Clark, Claudia Hall, Anabel Shaw. Produced by Aaron Rosenberg; directed by Joseph Pevney.

**STORY:** In the Boston slums of 1933, rookie police officer George Nader wounds juvenile gang leader Tony Curtis fleeing from a robbery. He visits him in the hospital and they become friends, with Curtis supplying tips that help Nader solve some crimes and become a detective. He is accused of statutory rape by a jealous gang-member and accepts it rather than inform on an associate. Nader and his wife Julie Adams try to reform him but he still goes for easy money and steals a large sum by tricking bookies. He is jailed. Curtis tries to enlist the aid of Nader to get into the army but he is an alien due to his father never becoming a citizen. After the war, Curtis becomes a king-pin in the rackets and prospers while Nader is promoted. Curtis still supplies tips to him when it suits him. Nader questions him after a \$300,000 payroll hold-up, but he has an alibi and vows to go straight. Ostensibly he leaves the rackets, buys a chain of service stations and marries a widow with two youngsters, Anabel Shaw, and even wins a pardon and citizenship. While Curtis is with Nader and his family, an armored car depot across from one of his service stations is held up by a masked gang for two-and-a-half millions. Curtis is suspected, nothing can be proved. Officials start to probe the friendship of Nader for Curtis, and Nader uses every trick to get the evidence on Curtis even to threatening deportation. When his wife walks out on him, Curtis is beaten and arranges for the holdup gang to be at a warehouse after tipping Nader. Curtis is fatally wounded in the gun battle but reveals the hiding place of the money to Nader before he dies.

**X-RAY:** There's lots of action and much interest to be found in this well-made entry and it should go over big with most melodrama-seeking audiences. The film also will evoke much sympathy for Curtis as a juvenile delinquent as well as a grown mobster, with the glorification of juvenile delinquency and crookedness in general unfortunately present. The cast, particularly Curtis and Nader, is good and the direction and production are in the better category. The screen play is by Sydney Boehm based on the story, "They Stole \$2,500,000 And Got Away With It," by Joseph Dineen. There is a theme song, "Six Bridges To Cross," sung by Sammy Davis, Jr. This bears a Legion of Decency "B" rating.

**AD LINES:** "One Of The Biggest Robberies In History . . . And They Almost Got Away With It"; "An Action-Packed Thriller Of Cops And Robbers . . . In The Big Time"; "He Was Wanted For One Of The Biggest Robberies In History."

## MISCELLANEOUS

### Gangbusters

MELODRAMA  
78M.

(Visual Drama, Inc.-Terry Turner)

**ESTIMATE:** Okeh for the programmers.

**CAST:** Myron Healey, Don C. Harvey, Sam Edwards, Frank Gerstle, Frank Richards, Kate McKenna, Rusty Westcott, William Justine, Allan Ray, William Fawcett, Ed Colbrook, Charles Victor, Bob Carson, Joyce Jameson, Mike Ragan, Ed Hinton, Robert Bice. Produced by William



J. Faris and William H. Clothier; directed by Bill Karn.

**STORY:** Lieutenant detective Don Harvey spots a one-armed man carrying some packages to an illegally parked car. He questions the man, Myron Healey, who opens fire, shooting from the supposed empty sleeve of his coat. Harvey black-jacks Healey, takes him to headquarters for further questioning and he is found to be a public enemy wanted by the police. While serving time at Oregon State prison, he becomes leader of the prisoners, who help him escape. He is followed by Harvey and assistant detective Frank Gerstle, who send him back. He plans a mass escape which doesn't materialize, but later, he and Frank Richards, a lifer, make a bid for freedom, but are wounded in the chase. They drag themselves into a woods, where Healey tells Richards he is dying and asks to be buried. This Richards does, placing him in a shallow grave and covering with dirt. When the police pick up Richards, he tells this gruesome story. The police bring Richards on a stretcher to the spot where the grave was, but there is no body only blood stained bandages. Realizing Healey has escaped once more, Harvey and his force double their efforts, and finally return him to prison, where he is serving a life sentence.

**X-RAY:** The suspense is good and the film points out the failings of the present penal institutions. In his first starring role, Myron Healey turns in an excellent portrayal, as does Don Harvey as the lieutenant. The film moves fast, with action the keynote. Gabriel Heatter gives an interview of several minutes before the film starts, explaining the factual background and warning the audience that in showing the life of a real prisoner, he was not any kind of a hero, but a man of superior intelligence whose twisted mind prevented him from leading a normal life. Written by Phillips H. Lord, with revisions by Bill Karn, this has no marquee names and a few details that do not ring true, but the "gangbusters" title is a natural for the marquee. The film will please action fans. Its initial engagements in the New England area benefited greatly from natural tieups with the very exploitable title, and any exhibitor who can pull out the stops exploitation-wise should find his action-loving clientele more than pleased by the offering.

**AD LINES:** "Greatest Crime Expose Of All"; "True-Life Crime Record As Gangbusters Mop Up A Public Enemy"; "The Screen Shattering Record Of A Self-Appointed Cell Block Hot Shot."

## Hunters Of The Deep

DOCUMENTARY 64M.  
(DCA)  
(Color)

**ESTIMATE:** Fair documentary.

**CREDITS:** Produced by Tom Gries, narrated by Dan O'Herlihy, written by Allan Dowling and Tom Gries, edited by Bill Naylor.

**STORY:** Filmed off the Bahama reefs, in California coastal waters, and in the ocean off the Mexican coast, this entry has photographers equipped with aqualungs, cameras, and weapons for self-protection as they venture forth to take varying and unusual photos of different types of underwater inhabitants. They encounter many dangerous types of fish-life as well as some who were friendly and docile even to the point of almost being considered pets.

**X-RAY:** Interesting for the most part, this underwater documentary would have been assisted by clearer photography. The

findings are presented in leisurely fashion although there are several moments of excitement when man-killers appear on the scene as well as several humorous spots. It can go on the program as a supporting feature or in the art and specialty spots.

**AD LINES:** "Thrills Underwater. As Cameramen Go After Rare Specimens"; "Rarely Photographed Scenes In A Thrilling Underwater Adventure"; "An Unusual Type Of Adventure Presentation."

## Teaserama

BURLESQUE 69M.  
(Beautiful)  
(Eastman Color)

**ESTIMATE:** Okeh exploitation burlesque entry.

**CAST:** Tempest Storm, Betty Page, Trudy Wayne, Hedy Bey, Cherry Knight, Tinnie Wallen, Pepe and Roccio, Chris La Chris, Vicki Lynn, Joey Ross, Dave Starr. Produced and directed by Irving Klaw.

**STORY:** The format of the film is a series of scenes, each devoted to the talents of one of the lovely ladies. Tempest Storm is observed in a variety of poses and positions; Trudy Wayne, Betty Page, Hedy Bey and others engage in similar acts. Vicki Lynn, female impersonator, engages in a dance which concludes with a revelation of sex. Pepe and Roccio are seen in a Spanish dance number. Comedy relief, in the form of low-brow corn, is supplied by Joey Ross and Dave Starr.

**X-RAYS** This is guaranteed to satisfy the devotees of burlesque. The talents of the lovelies are amply distributed throughout, accentuated by Eastman Color.

**AD LINES:** "Tempest Storm . . . So Big We Had To Use Wide Screen"; "The Girls Are Naughty And The Comedy Is Funny"; "Girls . . . Girls . . . Girls . . . They're All Entertaining."

## FOREIGN

### For Better, For Worse

COMEDY 75M.  
(Stratford)  
(Eastman Color)  
(English-made)

**ESTIMATE:** Light weight entry for art spots.

**CAST:** Dirk Bogarde, Susan Stephen, Cecil Parker, Dennis Price, Eileen Herlie, Athene Seyler, Pia Terri, James Hayter, Thora Hird, George Woodbridge, Charles Victor, Sidney James, Peter Jones, Edwin Styles, Mary Law, Leonard Sharp, Dennis Wyndham, Robin Bailey, Digby Wolfe, Geoffrey Hibbert, Ronnie Stevens, Edmund Hockridge. Produced by Kenneth Harper; directed by J. Lee-Thompson.

**STORY:** Dirk Bogarde and Susan Stephen, two youngsters, get married and right away find themselves up to their necks with bills, housing problems, nosey neighbors, etc. Cecil Parker is the pompous father-in-law, who gives plenty of advice but scorns the youth of today, and Eileen Herlie is his understanding wife. The climax comes when the kids try to entertain their in-laws in their one-room flat and make a good impression. Everything goes wrong, a plumber arrives and interferes with Stephen's getting dinner; furniture movers come to remove the furniture which has not been paid on the installment plan. However, Parker sees the fix the children are in, relents, and all ends well with Bogarde assured of a promotion in his poorly paid government clerk's post.

**X-RAY:** Based on a play by the same

title by Arthur Watkyn, this has additional dialogue by Peter Myers and Alec Grahame, with screen play by the director J. Lee-Thompson. It emerges as unpretentious domestic comedy of a decidedly English type. One will find it peopled with the type of characters one seems to know. Most of the action is of the interior type and the color wasn't exactly necessary, although it enhances things a bit. For spots that can use the English-made product, this should get by.

**AD LINES:** "They Found Out They Couldn't Live On Love Alone, But They Had A Good Try"; "Loving Each Other, Night And Day, Didn't Keep The Debt Collectors Away"; "They Tried To Make Their Honeymoon Last Forever."

### Fuss Over Feathers

COMEDY DRAMA 84M.  
(Associated Artists)  
(English-made)

**ESTIMATE:** Cute import for art spots.

**CAST:** John Gregson, Muriel Pavlow, Kieron Moore, Niall MacGinnis, Sheila Sweet, Harry Fowler, Howard Connell, Barbara Hicks. Produced by Herbert Mason; directed by John Eldridge.

**STORY:** A jet fighter squadron stationed in England is ordered to master the technique of ground attack and a rocket-firing target range is needed. A local piece of land known as "The Island of the Children" is designated despite its having been used as a bird sanctuary for many years, and this arouses the ire of local inhabitants. They protest to the various government bureaus, the bird watching societies, etc., as preparations for use by the air force grows and time grows short. Learning the day that practice is to commence, the villagers gather at the target and the planes are forced to postpone the project. There is a public outcry with hearings scheduled and use as a practice area is postponed almost indefinitely. There is also a romance between one of the village girls and one of the air force men.

**X-RAY:** There are a number of chuckles and amusing situations to be found in this entry that is best suited for the art and specialty spots, with a story that is fairly interesting if slight, and average direction and production. The screen play is by Don Sharp and John Pudney.

**AD LINES:** "A Bird In The Sanctuary Is Worth Two Elsewhere"; "Fun And Fuss Over Feathers' Is Different Entertainment"; "Much Ado About Birds And People."

### The Green Scarf

MYSTERY DRAMA 96M.  
(Associated Artists)  
(English-made)

**ESTIMATE:** Interesting entry for art and specialty spots.

**CAST:** Michael Redgrave, Kieron Moore, Leo Genn, Ann Todd, Evelyn Roberts, Phil Brown, Ella Milne, Jane Griffiths, Michael Golden, Richard O'Sullivan, Tristan Rawson, Jane Henderson, Peter Burton, Michael Medwin, Walter Horsburgh. Produced by Betram Ostrer and Albert Fennell; directed by George More O'Ferrall.

**STORY:** On trial for his life is Kieron Moore for the murder of Phil Brown in a French court. He is blind, deaf and dumb from birth but successfully overcame his handicaps with the aid of Leo Genn, a teacher, and Ann Todd, his wife and close childhood friend. Moore gained fame and fortune as an author. On the ship bearing him and Todd home after a lecture tour, he is found beside Brown's body with bloody hands and a motive, jealousy over



Brown's attentions to his wife. He refuses to defend himself so that his attorney, Michael Redgrave, is forced to do most of the work on his own after other lawyers have turned down the case. He checks the stories of the people involved, backgrounds, etc., and he learns that Todd and Brown had an affair which Todd wanted to break after they left to return home. It comes out that Michael Medwin, ship steward, was guilty, having killed Brown in a jealous rage over attentions he paid to his girl. Moore confessed and implicated himself when he thought Todd might have killed Brown. All is well for the future as Moore and Todd emerge free, while Redgrave's reputation as a clever lawyer is assured.

**X-RAY:** Here is a wonderfully different picture saturated with heartwarming moments, tinged with suspense, and made startlingly believable by superior performances by all in the cast, particularly Michael Redgrave, Kieron Moore, Leo Genn, and Ann Todd. It should please all adults seeking better dramatic entertainment. The story reaches out and should hold audiences tightly until the stirring climax is reached. The screen play is by George Wellesley. It seems best suited for art and specialty spots, although not necessarily restricted to them.

**AD LINES:** "An Unusual Thriller"; "An Adventure In Different Suspense"; "He Was On Trial For Murder Until A Thrilling Climax Brought Out The Truth."

## The True And The False

DRAMA  
79M.

(Helene Davis)  
(English dialogue)  
(Swedish-made)

**ESTIMATE:** Satisfactory import for art spots.

**CAST:** Signe Hasso, William Langford, Michael Road, Stig Olin, Lilli Kjellin, Ragnar Arvedson, Ruth Brady, Hjordis Petterson. Produced by Signe Hasso; directed by Michael Road.

**STORY:** A bride-to-be on her wedding eve checks through her wedding presents and selects a book to read. The first story, "La Grande Breteche," by Honore de Balzac, takes place in France in the castle of William Langford. Langford, suspicious of ailing wife Signe Hasso's conduct, returns unexpectedly one evening and senses a visitor in her room. Interrogating her, he has his suspicions although she steadfastly denies everything. He then bluntly accuses her of sheltering a man in her closet, and Hasso declares their marriage at an end if he examines the hiding place. Langford calls on his servants, Lilli Kjellin and Stig Olin, to brick up the closet, after promising Hasso never to question her loyalty by making the search. The closet is completely sealed and the servants are dismissed. The husband leaves for an instant but returns to find his wife trying desperately to remove the barricade. The intruder in the closet now begins to pound against the walls of his tomb. Langford and Hasso go mad, with Langford dazedly wandering into the courtyard and plunging into a pit to his death. The next story "The Old Maid," by Guy de Maupassant, has Hasso living with a strict and miserly father who rarely permits her to go out in public. On one of her rare evenings in town, she meets a handsome soldier at a ball, Langford. They manage to meet frequently, fall in love, and although Hasso is hopeful of marriage, she accidentally learns that Langford will only marry for money. She is horrified, and losing her way in a storm, she faints in the snow. Hasso is rescued and brought

home where a physician tells her family she will recover from the pneumonia, but she will carry a scarred face for life from the frostbite on her cheek. Langford is transferred. Hasso's father, Ragnar Arvedson, dies, and she becomes very wealthy. With a cousin, Hasso goes to Lyon on a vacation. At a masked ball she again meets Langford, and at the unmasking he tells her she is more beautiful than ever, and does not see her scars. Hasso decides to give all of her fortune to Langford and she retires in seclusion, happy in her memories of the past. The bride-to-be weeps at the tale and falls asleep, to awaken on her wedding day. The ceremony is performed and the couple go off to start life together.

**X-RAY:** A good job throughout, the acting leaves little to be desired. The first tale is suspenseful in aspect, the second, somewhat moving in its romantic makeup. Bob Condon has faithfully adapted these classic stories for the screen and the direction and production are good. The import is best suited for art and specialty spots.

**AD LINES:** "The Most Shocking Night A Man And Woman Ever Lived"; "In Every Love There's A Little Sin"; "Yes, I've Been Unfaithful . . . But I'm Not The Only One!"

## The Short Parade

### THREE REEL

#### Color Art

**REMBRANDT—A Self-Portrait.** Distributors Corporation of America. 26m. Color. The beautiful works of Rembrandt are to be seen here in fine color and in such fashion as to form the life of the great painter, who drew his own portraits as well as those of others. At 20 he set up his own studio and at 25 went to Amsterdam where his reputation grew with the rise of Holland. The aristocracy paid generously for his portraits. In 1634, he wed, and he was successful in everything he undertook, even to etching. Eventually, the tide turned and he spent money faster than he was able to earn it as the demand for his works waned. A son is born to him. Eventually, his wife becomes ill and dies and things get rough with a female servant forced to help him out. Drink takes its toll. His paintings are shown and analyzed by close camera study as well. **EXCELLENT.**

### TWO REEL

#### Comedy

**KIDS WILL BE KIDS.** Columbia—All-Star Comedies. 16m. A youngster and his baby brother are left alone by their mother and the two-year-old gets into all kinds of mischief while older brother decides how to win a bicycle by entering his dog Daisy in a contest so that he can impress his girl friends. Daisy does win the contest but two-year-old "High-pockets" breaks things up by putting a cat on the scene. **FAIR.** (7412).

**SCOTCHED IN SCOTLAND.** Columbia—Three Stooges Comedies. 15½m. When the Three Stooges graduate from a private detective school, they go out on a job to Scotland at a supposedly haunted castle where things keep disappearing. The servants, who are in with the thieves, try to scare them off using all kinds of gags, but they accidentally unveil the crooks and emerge heroes. **FAIR.** (7403).

#### Documentary

**FAST FREIGHT.** RKO—Special. 15m. The story of a mile-long, fast freight and of the men who make it possible is told here from the time it is made up in the trainyards to when the engineer and his assistant take it out and stop only to either add or to release cars. They arrive in the big city on time with a varying cargo eagerly awaited. **GOOD.** (53103).

**RIVER TO THE PAST.** RKO—Special. 15m. Deep in South America where the Amazon flows, the camera records the existence of remnants of two races, negroes who are descendants of African slaves who revolted against Dutch Guinea masters, and red-men who are the last of a great Indian tribe almost wiped out by epidemics. They continue to live in the past, rejecting all contact with the civilized world. Their dances, fishing, meal preparation, and other ways of life are recorded. **GOOD.** (53104).

#### Color Cartoons

**FEATHER DUSTED.** Warners—Merry Melodies. 7m. Leghorn, the rooster, decides that Junior devotes too much time to his studies. He persuades him to leave his books and play some games with him—pirates, Indians, etc. Before the start of each game Junior figures out the plays scientifically. Leghorn tells the boy he is all wrong, but this attitude always proves disastrous for the know it all Leghorn. **FAIR.** (2709).

**PESTS FOR GUESTS.** Warners—Merry Melodies. 7m. Elmer Fudd buys an antique chest of drawers that has two gophers living in it. When Elmer discovers that he has two unwelcome guests, he tries to chase them out of the house. Elmer's attempts fail and the gophers retain possession of their home. **GOOD.** (2710).

**PIZZICATO PUSSYCAT.** Warners—Merry Melodies. 7m. A cat catches a mouse who plays a toy piano with virtuoso ability. The cat forces the mouse to play the toy piano inside a large one while the cat goes through the motions of playing the large piano. This naturally attracts the attentions of the lady of the house who arranges a concert appearance for her cat. The debut fails abjectly when the mouse accidentally breaks his glasses and can no longer read the music on his toy piano which is inside the concert piano. **EXCELLENT.** (2708).

#### Novelty

**CINEMA CAPERS.** RKO—Screenliner. 8m. Two oldies from the silent days are to be found coupled here. The first is titled "Revenge Is Sweet Or The Plot Is Sour" and has the hero rescuing the beautiful girl from villains, marrying her, and then trying to put the bite on dad for some money. Wealthy dad is killed by the villain but the hero is blamed, tried, and convicted, but saved from the electric chair. In "The Telegraph Operator Or A Girl And Her Code," Blanche Sweet takes over as telegraph operator and is on duty when a train drops off a gold shipment at her station, which houses a pair of villains. She taps out a message for help and her boy friend, a train engineer, races to the rescue in his vehicle. **GOOD.** (54204).

**HOLLYWOOD LIFE.** Columbia—Screen Snapshots. 10m. Ralph Edwards and producer-director of the series Ralph Staub get together to discuss Hollywood and swimming pools and the camera covers Art Linkletter and family in their pool, Eve Arden and Vera Vague, Hal (Great Gildersleeve) Peary and wife in their pool and finally Ralph and Mrs. Edwards. **FAIR.** (7954).



**Sports**

**RASSLIN' REDSKIN.** Columbia—World of Sports. 10m. Chief Yaqui and Earl Koeasky from Poland engage in a wrestling match while Bill Stern provides appropriate narration in a comic vein. All of the grunts, groans, and falls are duly recorded by the camera and commentator. GOOD. (7804).

**SKIING THE ANDES.** Columbia—World of Sports. 10m. Chilean Andes is the setting for some real fine skiing and Americans flock there to enjoy the winter sports in July. FAIR. (7803).

**SPORTS ISLAND.** RKO—Sportscope. 10m. Narrated by Ed Thorgerson, the camera shows the sporting facilities and possibilities of Puerto Rico, America's tropical playground in the Caribbean. Spear fishing, sailing, golf, winter baseball using major league players, etc., are to be seen. FAIR. (54305).

**WATER, WATER, EVERYWHERE.** RKO—Screenliner. 8½m. The conservation of a vital natural resource, water, is the subject of this short and it shows how eroded land cannot hold the rains or overfilled rivers because it is too dry and brittle. It must be reworked and re-

planted so that it can hold much-needed water. Dams and irrigation ditches carefully tended are one answer. FAIR. (54205).

**CinemaScope Color Travel**

**FAR EAST BASTIONS.** 20th-Fox—CinemaScope Specials. 10m. Manila, Philippine capital, rebuilt since the war, and Formosa, housing Chiang Kai Chek's Nationalist government, are pictured as strongholds of democracy in the east. Some interesting photography in Color by DeLuxe is utilized, but the subject matter is not as interesting as previous shorts in this series. FAIR. (7427).



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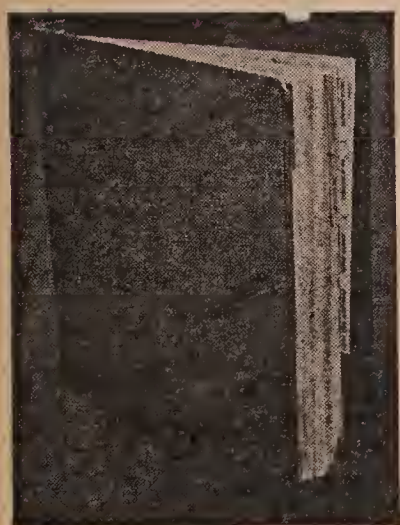


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# ALPHABETICAL GUIDE To 193 Features Reviewed Since The Sept. 8, Issue

(This Index covers features reviewed thus far during the 1954-55 season in addition to features of the 1953-54 season reviewed after the issue of Sept. 8, 1954.—Ed.)

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)



Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

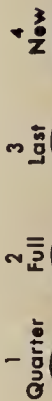
ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
<b>DECEMBER</b> Tonight's The Night Y. DeCarlo, B. Fitzgerald, D. Niven (Technicolor) (English-made)  Port Of Hell D. Clark, C. Matthews, W. Morris	<b>DECEMBER</b> Phffft J. Holliday, J. Lemmon, J. Carson, K. Novak  They Rode West R. Francis, D. Reed, P. Carey (Technicolor)	<b>DECEMBER</b> A Race For Life R. Conte, M. Aldon (English-made)  The Black Pirates A. Dexter, L. Chaney, M. Roth (AnascoColor) (Made in El Salvador)	<b>DECEMBER</b> Crest Of The Wave G. Kelly, J. Richards (Made in England)  Deep In My Heart J. Ferrer, M. Oberon, D. Avedon (Technicolor)  Battleground The Asphalt Jungle (Re-issues)	<b>DECEMBER</b> Three Ring Circus D. Martin, J. Lewis, Z. Gabor (Technicolor) (VistaVision)	<b>DECEMBER</b> Hansel and Gretel Puppet novelty (Technicolor) (Myerberg)	<b>DECEMBER</b> Trouble In The Glen M. Lockwood, O. Welles, F. Tucker (Trucolor) (Made in Scotland)  The Atomic Kid M. Rooney, E. Davis, R. Strauss  Hell's Outpost R. Cameron, J. Leslie, C. Wills	<b>DECEMBER</b> There's No Business Like Show Business E. Merman, D. Dailey, M. Monroe, D. O'Connor, M. Gaynor, J. Ray (Color by DeLuxe) (CinemaScope)  Devil's Harbor R. Arlen, G. Gynt, M. Germaine (English-made)  The Other Woman H. Haas, C. Moore	<b>DECEMBER</b> Vera Cruz G. Cooper, B. Lancaster, D. Darcel (Technicolor) (SuperScope) (Hecht-Lancaster)  Romeo and Juliet L. Harvey, S. Shentall (Technicolor) (Rank)  The Steel Cage P. Kelly, M. O'Sullivan (Swarttz-Daniger)	<b>DECEMBER</b> Sign Of The Pagan J. Chandler, J. Palance, L. Tcherina, R. Gam (Technicolor) (CinemaScope)  The Yellow Mountain L. Barker, M. Powers, H. Duff (Technicolor)	<b>DECEMBER</b> The Big Sleep Saratoga Trunk (Reissues)
<b>JANUARY</b> Bowery To Bagdad Bowery Boys  Treasure of the Ruby Hills Z. Scott, C. Matthews, D. Foran	<b>JANUARY</b> The Violent Men G. Ford, B. Stanwyck, E. G. Robinson (Technicolor) (CinemaScope)  The Bamboo Prison R. Francis, D. Foster  Masterson Of Kansas G. Montgomery, N. Gates (Technicolor)	<b>JANUARY</b> They Were So Young S. Brady,R. Burr, J. Matz (Made in Germany)  The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney	<b>JANUARY</b> Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope)  Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	<b>JANUARY</b> The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)  The Americano G. Ford, C. Romero, U. Theiss (Technicolor)  Quest For the Lost City D. and G. Lamb (Color)	<b>JANUARY</b> African Manhunt M. Healey, K. Booth  Trouble In Store N. Wisdom, M. Rutherford, M. Lister (English-made) (Rank)  Carolina Cannonball J. Canova, R. Elliott, A. Clyde  The Square Ring J. Warner, J. Collins, M. Red (English-made)	<b>JANUARY</b> Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein)  The Beachcomber G. Johns, R. Newton (Technicolor) (Rank)  Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	<b>JANUARY</b> Carmen Jones D. Danridge, H. Belafonte (Color by DeLuxe) (CinemaScope)  Prince Of Players R. Burton, M. McNamara (Color) (CinemaScope)  Twelve O'Clock High (Reissue)	<b>JANUARY</b> Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein)  The Beachcomber G. Johns, R. Newton (Technicolor) (Rank)  Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	<b>JANUARY</b> So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor)  Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor)  West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	<b>JANUARY</b> Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)
<b>FEBRUARY</b> The Big Combo C. Wilde, R. Conte, J. Wallace  Dial 116 B. Elliott, K. Larsen, H. Stanley  Murder Is My Beat B. Payton, P. Langton	<b>FEBRUARY</b> Ten Wanted Men R. Scott, J. Brando (Technicolor)  Women's Prison I. Lupino, J. Sterling, C. Moore, H. Duff  Pirates Of Tripoli P. Henreid, P. Medina (Technicolor)	<b>FEBRUARY</b> Thunder Over Sangoland J. Hall, M. Lord  Many Rivers To Cross R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope)  Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)	<b>FEBRUARY</b> Underwater! J. Russell, R. Egan, G. Roland (Technicolor) (Superscope)  Tarzan's Hidden Jungle G. Scott, V. Miles	<b>FEBRUARY</b> Mambo S. Mangano, S. Winters, V. Gassman (Made in Italy)  The Conquest Of Space E. Fleming, W. Redfield, G. Johnson (Technicolor)	<b>FEBRUARY</b> Doctor In The House D. Bogarde, M. Pavlow (Technicolor) (English-made)  Timberjack S. Hayden, V. Ralston, D. Brian (Trucolor)	<b>FEBRUARY</b> White Feather R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope)  The Racers K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope)  Belle Starr's Daughter Dakota Lil (Reissue)	<b>FEBRUARY</b> Sabaka B. Karloff, N. Marcel, J. Foray (Technicolor) (Made in India) (Ferrin)  Canyon Crossroads R. Basehart, P. Kirk, S. Elliott (Joyce-Werker)  The Good Die Young L. Harvey, G. Grahame, R. Basehart (Remus)	<b>FEBRUARY</b> The Far Country J. Stewart, R. Roman, C. Calvet (Technicolor)  Six Bridges To Cross T. Curtis, J. Adams, G. Nader  Abbott and Costello Meet The Keystone Kops B. Abbott, L. Costello	<b>FEBRUARY</b> The Silver Chalice V. Mayo, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope)  Unchained E. Hirsch, B. Hale C. Morris	

OBSERVATIONS

Feb. 12—Lincoln's Birthday  
Feb. 14—Valentine's Day  
Feb. 22—Washington's Birthday

MOON PHASES

JANUARY ..... 1-31  
FEBRUARY .....



1 Quarter  
2 Full  
3 Last  
4 New  
15 23  
6 14 22

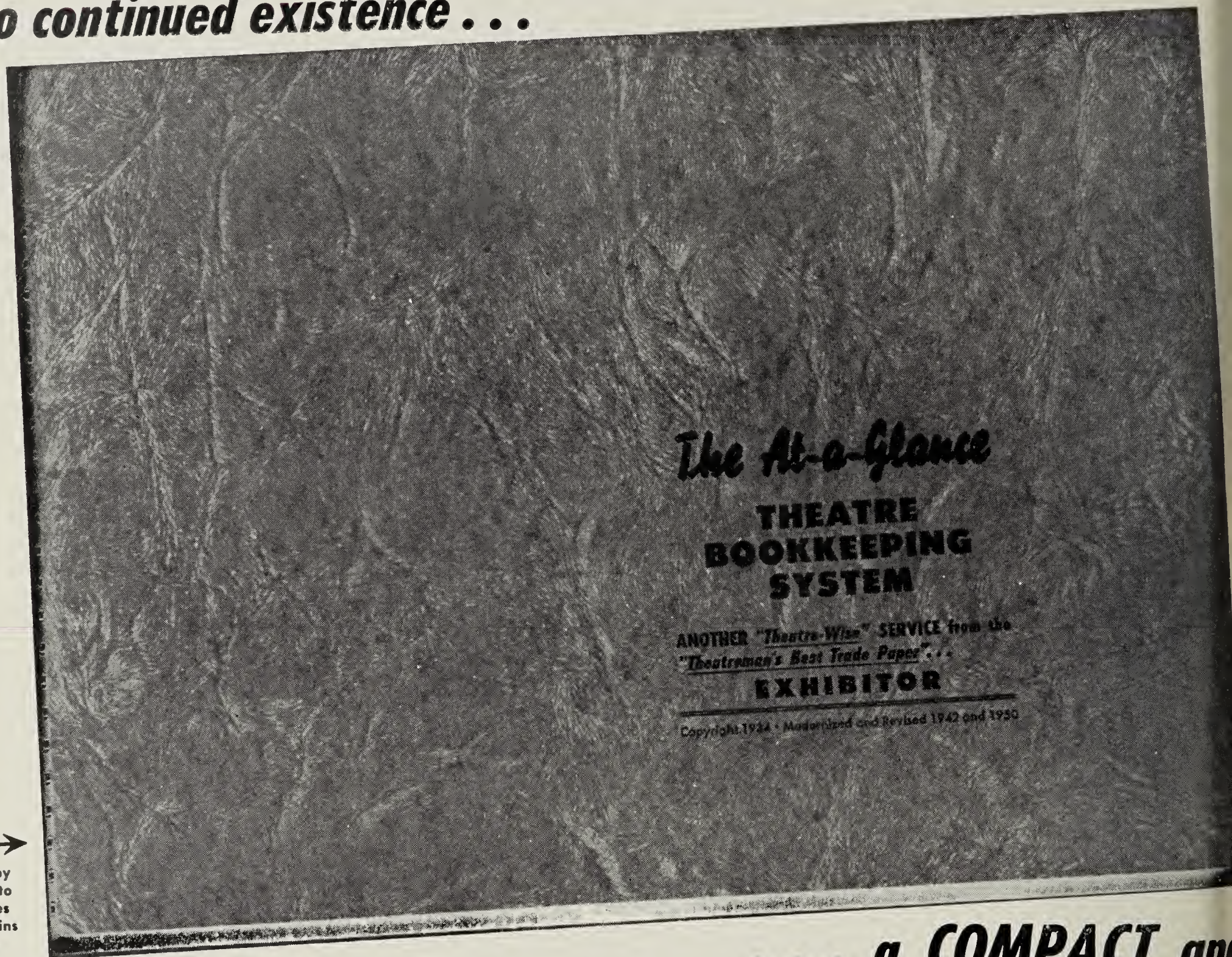
FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels



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